PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTI

TECHNOLOGY DEPARTMENT

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

PUBLIC LIBRARY
JUL 5 1949
DETROIT

how to kill two costs with two radio stations!

MANY AN ADVERTISER with a network show uses WOR for plus-programming. His national program is used for institutional advertising and gets down to product selling with a WOR spot show slanted straight for 36,000,000 listeners in 18 states and the Dominion of Canada.

For instance — let's look at a minute:

People who buy one-minute spots on WOR pay as little as $100.00 daytime; $200.00 per evening. A minute, if you'll glance at the watch you're carrying, is, sir, a *long* time. Within one minute on WOR an advertiser can:

1. **Increase sales in the area of Greater New York.**
2. **Introduce and try out a new product.**
3. **Do "point-of-purchase" advertising.**
4. **Test a new product's "pull".**
5. **Give last-minute news about *any* product or service.**

Briefly, the one-minute spot is as elastic as a diplomat's answer. And, on WOR, a one-minute is a powerful piece of time.

We don't say that minutes are the only things we're interested in. Heaven help us, NO! But you *can* start with a minute and you'd be amazed at what it can do for you.

—that power-full station at 1440 Broadway, in New York

WOR

mutual

OUR 25TH ANNIVERSARY YEAR

A family reunion every Saturday Night...

to hear the WLS NATIONAL BARN DANCE

Arthur and Mrs. Johnson, daughter Ione and husband

BACK IN 1924 and '25, young Rural Mail Carrier Arthur Johnson always set aside Saturday night for a visit to his wife's parents—for Mrs. Johnson's folks had the biggest radio in that part of Porter County, Indiana—and all the grown sons and daughters brought wives, husbands and kiddies "home" to hear the WLS National Barn Dance. As Mrs. Johnson recalls, "Mother would put on that huge granite coffee pot, and we never broke up till we heard the Barn Dance announcer say to the engineer, 'Homer, pull the big switch and let's all go home.' "

This happy Saturday night tradition continued as long as Mrs. Johnson's parents lived. Uncle Ezra, Lulubelle and Scotty, Ralph Waldo Emerson and other Barn Dance favorites had become like members of the family. Even the canary was named after WLS-singer Chubby Parker.

Now, a quarter century later, the Johnsons enjoy WLS in their own home in Hobart, Indiana—and *their* married son and daughter often bring their families in on a Saturday night for coffee, talk and Barn Dance entertainment.

All over the Middlewest—city, town, farm—you find these family traditions built around the Barn Dance and WLS. And so you find the kind of *deep* loyalty that brings such quick response to our Christmas Neighbors Club, our annual flower seed offer, our Family Albums—and an equally amazing response to the sound advertisers who share in this listener-confidence we have been building for twenty-five years.

A Clear Channel Station

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

YANKEE HOME-TOWN STATIONS

PERK SALES *Locally*

THROUGHOUT NEW ENGLAND

Local acceptance for your product in any New England area can be achieved by taking advantage of the local acceptance of the Yankee home-town station in that area.

The Yankee audience — daily listeners to Yankee and Mutual programs — extends all over New England. You can reach each local segment best through the Yankee home-town station. In that way, you can be sure of complete coverage of each area.

Buy Yankee to push sales locally throughout New England. Twenty-four Yankee home-town stations cover 24 markets in six states in the most effective way they can be covered.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

FRANK H. LEE HAT CO., Danbury, currently sponsoring Drew Pearson, through William H. Weintraub, said to be dropping sponsorship of commentator and appointing new agency, Grey Adv., New York. Official announcement expected early next week.

IT STILL appears that Howard S. Meighan, CBS senior vice president and general executive, will have first refusal on West Coast vice presidency in succession to Donald W. Thornburgh, who becomes president and general manager of WCAU stations in Philadelphia Aug. 1. If Mr. Meighan elects to remain in New York where he recently purchased a new home, it's expected another senior CBS executive will be assigned West Cost spot. If Mr. Meighan accepts, it probably will be for specific term, with return to New York earmarked.

UNDERSTOOD all but two of NAB directors endorsed appointment of A. D. Willard Jr. as NAB director of TV operations. No acceptance announced though executive v.p. believed ready to accept, with definite announcement due at next week's board meeting.

CHANGE in format of Sunoco *Three-Star Extra* (NBC, 6:45-7 p.m., Mon.-Fri.) expected within fortnight under direction of permanent editor-in-chief, Ray Henle. Paul Harvey, WENR Chicago commentator, joins Sunoco staff for summer replacement and may remain. Mr. Henle also may introduce Hollywood pick-up as permanent feature.

GENE AUTRY, to tie in with his Sun Country stations (KOOL Phoenix and KOPO Tucson), through Blackburn-Hamilton Co. is negotiating purchase of an unidentified El Paso outlet. He is also co-owner of KOWL Santa Monica, Calif.

WHEN WILL FCC bat again with its full strength? Latest word from Chairman Wayne Coy, heading U. S. delegation to Int. Tel. & Tel. Conference, is that he, along with FCC Vice Chairman Paul A. Walker, will not return until Aug. 19. Meanwhile FCC is hobbling along with only four qualified members of its seven due to failure of Senate to act on confirmation of new seven-year term for Commodore E. M. Webster, whose term expired June 30. Hearing on nomination Wednesday, however, is expected to bring prompt Senate approval.

LEVER BROTHERS, Cambridge, will launch first television show in September when company sponsors *The Clock* on NBC-TV. Show currently sustainer. Agency and specific product not yet designated.

GENERAL FOODS (Jello) through Young & Rubicam, New York, negotiating with Meredith Willson as video replacement for *Author*

(Continued on page 70)

Upcoming

July 8: NAB Standards of Practice Committee, Wentworth-by-the-Sea, Portsmouth, N. H.
July 10: FM Assn. Board meeting, Washington.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth.
July 11-15: Third National Freedom Forum, U. of Southern California, College of Aeronautics, Santa Maria, Calif.
July 14-15: Annual Indiana U. Radio in Education Conference, Bloomington, Ind.

(Other Upcomings on page 31)

Bulletins

FRANK STANTON, CBS president, announced Friday network henceforth would sell time "for the expression of opinion on public issues." Policy revision, occasioned by reversal of Mayflower decision and by intention of CBS to broadcast editorials under its own name, will "not affect Columbia's policy of allocating free time for the presentation of opinions," Mr. Stanton said.

RAIL SERIES TO CONTINUE

MUSICAL program promoting rail services renewed for another year on ABC by Assn. of American Railroads, Washington, effective Oct. 3. *Railroad Hour*, started last Oct. 4 as 45-minute musical, recently cut to half-hour. It continues in 8-8:30 p.m. Monday segment during second year. Association officials said to be pleased with results of institutional series. Agency is Benton & Bowles, New York.

ADMIRAL RATING

ADMIRAL Corp. sponsorship of *Hopalong Cassidy* on NBC was omitted from listing on page 54, this issue. Its inclusion makes Admiral leading June network sponsor with $50,710 expenditure. June total for TV network billings should be increased to $905,547 and January-June total is $4,416,605.

STEINMAN GROUP OPENS WILMINGTON TV OUTLET

TWO TV stations have been put on the air within month by Steinman group—WGAL-TV Lancaster, Pa., June 1, and WDEL-TV Wilmington, Del., June 30. Wilmington station took air few hours after FCC had granted commercial STA. It had been on with test pattern since June 13. WDEL-TV has NBC and DuMont network services.

RCA-equipped throughout, Wilmington outlet has 330-foot tower 700 feet above sea level with 1 kw audio and 1 kw visual, Channel 7. Antenna is on Shipley Rd., outside Wilmington. Clair R. McCollough, managing director of Steinman operations, supervised project. Station manager is J. Gorman Walsh, also general manager of WDEL. J. E. Mathiot, head of Steinman engineering, is technical director of new video outlet.

Business Briefly

PHARMACAL FIRM SPONSORS ● Whitehall Pharmacal Co. (Anacin, Kolynos), New York, sponsors *Breakfast Gang* on full Don Lee Network (Mon.-Wed.-Fri., 7:30-7:45 a.m., PST) 52 weeks starting Sept. 12. Agency, John F. Murray, New York.

PILLSBURY SWITCHES ● Pillsbury Mills, Minneapolis, starts five-weekly 52-week sponsorship Art Linkletter's *House Party* Sept. 19 on 214 ABC stations, Mon.-Fri., 9-9:30 a.m. (PST). Firm cancels five quarter-hour weekly sponsorship ABC half-hour Kay Kyser show July 29.

DUANE JONES NAMED ● Marlin Firearms, New Haven, Conn., appoints Duane Jones Co., New York, to handle advertising of razor blade division, effective immediately.

LEVER APPOINTS Y&R ● Lever Bros., Toronto, appoints Young & Rubicam to handle Canadian advertising for Lipton tea and noodle soup. Agency already handles American advertising for these products.

GROVE LABS PLANS ● Grove Labs (cold tablets), St. Louis, to sponsor two shows for 26 weeks on full Don Lee Network—starting Sept. 26 three quarter-hours of *Ladies First*, Mon.-Wed.-Fri., alternating on 11-11:30 a.m. slot; starting Sept. 27 *Rise and Shine*, Tues.-Thurs., 6:45-7 a.m. Agency, Gardner Adv. Co., St. Louis.

ALL STAR GAME ON CBS-TV ● Gillette Saftey Razor Co., Boston, to sponsor All-Star baseball game on CBS-TV from Ebbets Field, Brooklyn, July 12. Agency, Maxon, New York. Gillette sponsoring play-by-play on radio via Mutual.

EMERSON DRUG RENEWS ● Emerson Drug Co., Baltimore, renewing *Inner Sanctum*, on CBS (Mon., 8:30-9 p.m.) for 52 weeks effective July 25. Agency, BBDO, New York.

CANDY FIRM SPONSORS ● Mars Inc. (candy) will sponsor 4:45-5 p.m. (CDT) segment of *Howdy Doody* (five-a-week, 4:30-5 p.m.) Monday on NBC-TV 13 weeks starting Sept. 5.

ABC-TV 'SCREEN TEST' SPONSORSHIP ANNOUNCED

ABC-TV's cooperative program, *Hollywood Screen Test* (Sat., 7:30-8 p.m., full network), sold to two advertisers over seven stations. Murray Grabhorn, ABC vice president in charge of owned and operated stations, said time and talent cost in two contracts top $200,000.

Effective Sept. 3, Best Foods Inc., through Benton & Bowles, both New York, will sponsor show 52 weeks over WJZ-TV New York for Hellmann's mayonnaise and Nucoa margarine. Duffy-Mott Co., New York (apple juice, jellies), will sponsor program one year, effective Sept. 24, over ABC-TV stations WNAC-TV Boston, WFIL-TV Philadelphia, WMAL-TV Washington, WAAM Baltimore, WEWS Cleveland, WXYZ-TV Detroit. Agency, Young & Rubicam, New York.

COMPARE

COST PER THOUSAND **FAMILIES** FOR SPOT ANNOUNCEMENTS ON ALL CLEVELAND REGIONAL NETWORK STATIONS

TIME	WHK	NET B	NET C
7:00 - 9:00 AM	$0.25	$0.49	$0.36
9:00 - 10:00 AM	.33	.99	.72
10:00 - 12:00 NOON	.50	.99	.72
12:00 - 4:30 PM	.33	.99	.72
4:30 - 6:00 PM	.50	.99	.72
6:00 - 6:30 PM	.75	1.48	1.42
6:30 - 7:00 PM	.75	1.98	1.42
7:00 - 9:00 PM	1.00	1.98	1.42
NIGHT TIME COVERAGE			
9:00 - 10:30 PM	1.67	2.69	2.25
10:30 - 11:00 PM	.84	2.02	1.13
11:00 - 11:15 PM	.42	1.35	1.13
11:15 - 12:00 PM	.42	.67	1.13

(Calculations based on a rating of 5.0 for all stations for purposes of comparison)

HOMES IN PRIMARY AREA (DAYTIME)*

WHK	842,800
NET B	759,500
NET C	623,500

* *Based on coverage patterns on file with FCC and BMB radio families 1946*

ASK YOUR RAYMER REP
FOR THE COMPLETE STORY . . . . . .

WHK

The Paul H. Raymer Co.
National Representative

HERE'S A GOOD STORY!

Take a look at the C. E. Hooper winter-spring report, January through April, 1949. This is the first time Mr. Hooper has given a complete breakdown of one-half hour and one-quarter hour time periods in Flint. Again, Flint's first station, WFDF, *tops all local stations in all measured times of the broadcast day* in the Flint City Zone . . . an amazing story for this top ABC outlet.

WFDF's leadership might be because it's the oldest station in Flint . . . or because its newscasts are outstanding, or because WFDF never relaxes its merchandising activities and personal calls. The point is: morning, afternoon and night, the ears of Flint are with us.

Flint, Michigan, is a bountiful $200,000,000 sales market. Use WFDF to reach Flint's prosperous citizens and sell your wares.

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

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SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

TO OVERCOME TODAY'S INCREASED SALES RESISTANCE USE KXEL

We Repeat:

THE STATION THAT'S CHANGED LISTENING HABITS IN IOWA

● Let's not kid ourselves—it takes real "KNOW-HOW" selling to meet and overcome the increased sales resistance of today's buying public.

● That's why your clients need the "Buying Public Acceptance" of KXEL—the most dominant advertising medium in all Northeast Iowa—*bar none.* KXEL makes the sales—Northeast Iowa is the market—and, there's proof of this acceptance—but plenty!

● The proof is the 165 local and regional accounts—not counting national accounts—who use the extended facilities of KXEL (over 100 miles in all directions from transmitter). Many of these advertisers are now in their *8th year of consecutive advertising on KXEL.* These smart merchants use KXEL continuously because KXEL floods this great Northeast Iowa Market of people and dollars with unbeatable sales impact . . . TO OVERCOME TODAY'S INCREASED SALES RESISTANCE.

● *Before you make up your fall list, see your Avery-Knodel representative. Call him today.*

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC Outlet for Waterloo, Cedar Rapids, and all Northeast Iowa

"Any advertiser can and most advertisers should use **SPOT RADIO"**

"HALO EVERYBODY, HALO"

And "everybody" means old folks, young folks, rich folks, poor folks, city folks and farmers' wives who have all heard Colgate's message that "soaping dulls hair, Halo glorifies it."

Colgate makes efficient, effective use of flexible, powerful Spot Radio to tell all kinds of people, everywhere, about Halo Shampoo.

And Colgate uses the Spot Medium to promote seven other products with distinctly separate sales problems.

When you, too, use Spot, these stations will add materially to your chances for spectacular success.

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA _____ WSB-TV
BALTIMORE _____ WBAL-TV
BOSTON _____ WNAC-TV
BUFFALO _____ WBEN-TV
LOS ANGELES _____ KFI-TV
MILWAUKEE _____ WTMJ-TV
M'P'L'S-ST. PAUL _ KSTP-TV

XUM

Patroon of the week

MacDONALD DUNBAR

Time Buyer, TED BATES & COMPANY

With Ted Bates since 1942,
Mac handles the time and space buying
for CARTER'S PRODUCTS, STANDARD BRANDS
and GROCERY STORE PRODUCTS.
Mac received his Patroon membership scroll
and the deed to a tract of "Patroonland"
from the William G. Rambeau rep today.

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

* **Sales, not tales**
* **Orders, not oratory**
* **Customers, not claims**

PATROON
Aristocratic Landholder
of the Hudson Valley

50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies

HERSCHEL DEUTSCH, vice president of Small & Seiffer Inc., New York joined Dorland Inc., New York, with same title, when Small & Seiffer closed its offices and discontinued operations on July 1. Other key members of Small & Seiffer staff being incorporated into Dorland's newly formed Package Goods Division, which will operate under Mr. Deutsch's direction. All active Small & Seiffer clients have appointed Dorland Inc. as their agency.

GEORGE I. CHATFIELD elected a vice president of Compton Adv., New York effective July 11. He will serve as member of plans board and as supervisor on Procter & Gamble account.

WALTER GAYNER and **ROBERT MORIARTY** join Madden-Barrett, Los Angeles agency. Both were formerly with W. B. Geissinger & Co., Los Angeles, the former as television and radio director; the latter as account executive.

Mr. Chatfield

GERI FALLGREN, Foote, Cone & Belding, Los Angeles, elected president of Junior Women's Advertising Club, Los Angeles, at recent joint meeting of Jr. Men and Women Ad Clubs. **ED HOLLEY**, account executive, Martin R. Klitten Inc., elected first vice president of men's group.

HELEN SKARI, formerly with a Los Angeles newspaper, joins promotion staff of Smith, Bull & McCreery Adv., Los Angeles.

CARL PETERSEN, former sales promotion and advertising manager of ALL Inc., national Half Hour Laundries distributor, joins Chicago staff of Fuller & Smith & Ross.

ANTHONY C. De PIERRO, formerly media director with Buchanan Co., and with Paris & Peart, joins Geyer, Newell & Ganger, New York, as media director.

HAROLD S. LONGMAN, formerly creative promotion manager of Schenley Distillers Corp., appointed copy chief of Gordon & Mottern Inc., New York.

FREDERICK A. MITCHELL, head of marketing research and sales analysis at Marathon Corp. for past two years, appointed to account executive staff of Needham, Louis & Brorby, Chicago. He is former research director of Dancer-Fitzgerald-Sample and its predecessor, Blackett, Sample & Hummert. **RICHARD T. McCLAUGHRY**, formerly of copy division at Morris F. Swaney, Chicago, joins NL&B as copywriter. He is former NBC Chicago continuity writer.

JEROME B. GRAY, senior partner and founder of Gray & Rogers, Philadelphia, elected to board of directors of Eastern Industrial Advertisers, organization whose members are engaged in advertising, market research and promotion of products and services which are sold to industry.

DAVID B. WILLIAMS, account executive in Los Angeles office of Erwin Wasey & Co., named a vice president. He has been with agency since his release from Army in 1946, serving in firm's Chicago, Seattle and Los Angeles offices in media, service, contact and copy departments.

WALTER C. AYERS, executive vice president of Brooke, Smith, French & Dorrance, Detroit, elected president of Detroit Sales Executives Club.

CHARLES M. SWART appointed to public relations staff of Gray & Rogers Philadelphia. He was associate director of public relations for Community Chests and Councils of America, and publicity director of Community Chest of Philadelphia, Pittsburgh, Harrisburg, Pa., and Yonkers, N. Y.

JOHN M. TYSON Jr., former merchandising manager of *Nowadays* magazine supplement, joins merchandising staff of Leo Burnett Agency, Chicago.

DAWSON FUNK, formerly with J. Walter Thompson Co., Los Angeles, joins Biow Co., San Francisco, as copy chief on Roma Wine account. **CADDIE DODGE**, formerly with J. Walter Thompson in San Francisco, joins Biow as assistant production manager.

JAMES D. NORTH, vice president of Foote, Cone & Belding, San Francisco, resigns to become general manager of Western Beet Sugar Producers Inc., new organization with headquarters at 2 Pine St., San Francisco and designed to promote use of beet sugar throughout the U. S. Advertising will be placed through Foote, Cone & Belding.

AUTOMOTIVE ADV. AGENCY, Kansas City, Mo., announces change of name to **A A A Advertising Agency**. Office remains at 1805 Grand Ave., Kansas City.

A New WCAO Local Favorite—

"HOLD EVERYTHING"

"HOLD EVERYTHING"—a loot-laden telephone quiz sparked by *Hal Proctor* and *Bettie McCall* is made-to-measure for low-budget participating sponsors in the Baltimore market. Slotted from 9:15 to 9:45 A.M., Monday through Friday, it's packed with "gimmicks" to maintain peak listenership and needle sales. Ask about availabilities.

. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

How This Buyers' Market Can Mean

THE BUYERS' market can mean extra business for every broadcaster.

BROADCASTING herewith presents the first of a series of six articles intended to help *you* get this business.

With the advent of the buyers' market the first of 1949, radio salesmen faced a problem entirely different from that of recent years. For many of the younger men it is the first time in their experience that supply has caught up with demand.

Manufacturers, merchants and other radio advertisers are feeling customer resistance and in some cases reduced gross receipts. Their reaction is varied. Some see the need for increasing their sales efforts to persuade customers to come to them. Others cut expenditures in every direction, including radio advertising, in the hope of maintaining their net profit despite a smaller gross income.

This series is intended to help the radio time salesman in both situations.

Each of these articles will be written by an authority on advertising who has facts and statistics on the present situation and the "know-how" on the way to meet it. Some of the authors are buyers of radio time. Others are successful in selling it because they know persuasive truths about the medium. These facts they will share with our readers.

Radio people know that broadcasting is the most effective and least expensive of all advertising media when properly used. Convincing the prospective time buyer of these truths may require added "convincers" now that were not required a year ago. Perhaps your salesmen will find what they need in these articles.

Yes, the buyers' market can mean extra business. It is our hope that this series of weekly by-line pieces will help broadcasters to get this business.

We suggest that each article be clipped out as it appears so that the entire series can be used for reference by members of your sales staff.

—*The Editors*

☆ ☆ ☆ ☆

No. 1 . . . . . The Manufacturer

By JOHN W. CRAIG

Vice President Avco Mfg. Corp., General Manager Crosley Division

THE AMERICAN customer has returned the art of shopping to its full prewar status. This transition from the postwar sellers' market, in the appliance field and most others, began some seven months ago. It is now complete. Hard, relentless competition is with us again in every phase of our business.

Manufacturers, distributors and retail merchants have reacted to this inevitable development in various ways. Almost all of us have made constant efforts to reduce costs, and thus to reduce prices.

In reducing costs, a great many have taken what appears to be the easy way out by cutting back sales and advertising budgets.

Some, however, have determined that the way to maintain a good level of business in a returning-to-normal market is to obtain a larger share of the business through intensified selling activity. This means, of course, that cost reductions must be gained mostly through improvements in manufacturing and marketing techniques.

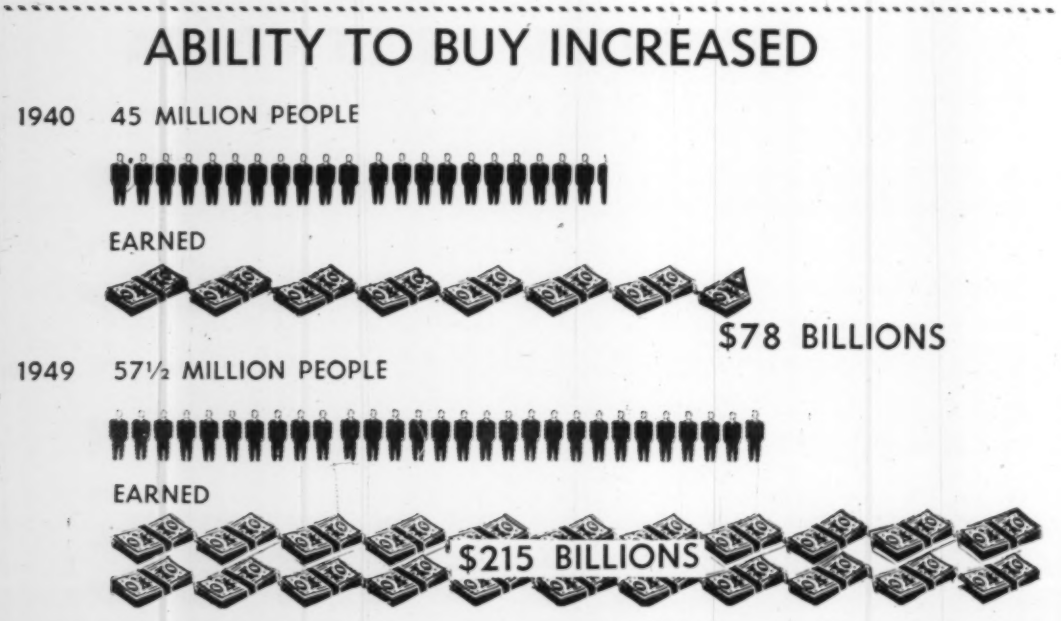
When the appliance industry faced a return to the so-called "buyers' market," we at the Crosley Division of Avco took new stock of the over-all marketing and business picture. We found that the appliance industry had expanded considerably, both in manufacturing and at retail. We saw that tremendous production by these expanded facilities in three postwar years had filled the pipelines. But we also found that the public's ability to buy has increased measurably over pre-war levels. There are 57½ million people earning at the rate of $215 billion a year, compared with 45 million people earning $78 billion in 1940. The individual savings backlog is three times the total in 1940. Consumer debt is only 32% of savings, as compared with 63% in 1941. There are six million more residential customers for electric appliances. Provision of electric service is now under way to 1½ million more rural customers.

Taking these factors into account, we came to the conclusion that we were more literally entering a salesman's market than a buyers' market. In a salesman's market, we felt, the public has the ability to buy as it never had before the war. The problem we faced was not that we would lack potential buyers but that we needed the courage and the energy to do those things necessary to attract consumer interest and sell our particular goods. This could be done by expanding and sharpening, rather than de-emphasizing, both our immediate and long range sales programs.

Concentration on Sales At Retail Level

We adopted first of all a program of concentrating our ultimate efforts upon the sale of our products at retail, recognizing that there could be no continuous flow of products from our factories in volume if these products did not likewise flow from our dealers' floors into consumers' homes. Our slogan within our organization became, "If It Won't Make A Retail Sale—Forget It." We initiated new and expanded systems of market analyses, sales forecasting and inventory control; we carried on these three important activities not alone at the plant, but more importantly, with our retailers and distributors in the field. In other words, we set up an integrated system whereby our dealers conduct market analyses, make sales forecasts, and help regulate their inventories through proper accounting methods, and their reports are co-ordinated by distributors and forwaded to us at the factory, where we are able to formulate our own over-all analyses, forecasts, and controls.

At the same time, we are convinced that we must help our dealers meet increasingly competitive conditions at retail by supporting them with expanded advertising activities in all media



Business for Broadcasting . . .

which will reach their potential customers, as well as sales promotion and training assistance. These responsibilities have given us a full share of the load to carry in teaming with our distributors and dealers to increase our company's share of the business in the fields in which we are participating.

Increase of 300% In Sales Force

To meet these responsibilities we have increased our factory and field sales forces 300% over what they were a year ago. We have increased our advertising budget three-fold over that of a year ago, and we have planned our advertising for point-of-sale results, so that we believe its effectiveness will be far more than three-fold.

We have joined with many other companies in the belief that we must take advantage of all channels that will move goods, most certainly including television and radio. We have undertaken sponsorship of one of the most popular television network shows on the air, not simply as a matter of prestige but to sell our products. In addition, several of our distributors are sponsoring local television and radio programs.

I do not want to give the impression that we believe we are doing something highly unusual. Many aggressive companies doubtless are pursuing this same policy of meeting the return to competitive times with renewed emphasis on functions through which buyers are attracted and sales are created.

Neither would I suggest that increases in sales staffs and adveritising budgets are in themselves sufficient to maintain a high volume of business in a leveling market. There must be a combining of increased advertising and sales penetration with real marketing ingenuity and a willingness to put maximum energy into the selling job. This energy must come equally from everyone concerned, from the head of the company to the dealer salesman who is on the retail floor or who makes his sale to the householder in his own home.

In the appliance field, sales can also be helped by a much-needed liberalizing of government restrictions on trial installations. Retailers must be given the opportunity to install major appliances on a trial basis of considerably longer duration than the brief periods now permitted.

JOHN W. CRAIG, vice president of Avco Mfg. Co., is general manager of its Crosley and American Central divisions. He also is in charge of Avco's Nashville division and president of the Crosley Distributing Corp. and the Carrollton Furniture Mfg. Co. Mr. Craig has been with Crosley since 1937. He was born in Troy, Ohio, in 1907; is a graduate of the U. of Dayton. Prior to joining Crosley he was for eight years with the engineering department of Frigidaire. The Crosley company manufactures and distributes a wide variety of electrical products. In the first five months of this year Crosley sales, under Mr. Craig's direction, have risen 24% above the same period last year in spite of a general leveling off in durable goods sales. All sales records for the company's 28-year history were broken. These new records are generally credited to Mr. Craig's aggressive advertising policy in a general buyers' market. In this article Mr. Craig explains some of the philosophy behind his successful experience.

Mr. CRAIG

The Challenge Immediately Ahead

The coming year will present a notable challenge to industry and business in practically all fields. The companies emerging as substantial leaders will be those which plan carefully, operate on sound and proven sales principles, and meet the return of the art of shopping with an equally effective return to the art of selling.

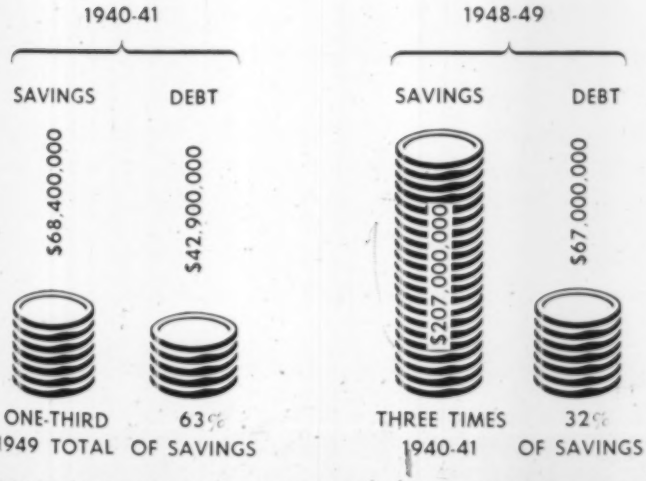
ABC STUDIOS

Space Added on West Coast

TO ACCOMMODATE increased Hollywood origination of audience participation programs, ABC Western Division has taken over the former Tom Breneman Restaurant at 1539 N. Vine St., on a five-year lease. Recently remodeled, setup includes two large studios, each seating 300 persons. A third studio of greater capacity, to accommodate both radio and television audiences, will also be constructed according to Frank Samuels, vice president in charge.

Audience promotion department also will be housed.

SAVINGS AND CREDIT



Yes **KFYR**

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

comes in loud and clear in a larger area than any other station in the U. S. A.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Toast to 'Guideposts'

EDITOR, BROADCASTING:

Are the editors of BROADCASTING psychic? Here at the Institute of Radio Broadcasting we were seeking some supplemental material for our course in Station Sales Promotion and Merchandising. Along came June 13 issue of BROADCASTING with the splendid article, "Guideposts," by Frank Silvernail, and the just published "Spot Radio Promotion Handbook." Selah, Oh Swami.

Elbert J. Haling
Instructor, Sales Promotion
Institute of Radio Broadcasting
Dallas

* * *

Disagreement

EDITOR, BROADCASTING:

Our sales and copy experience, sums up a one word reply to "Deac"—PHOOEY.

Marwood
Marwood Advertising
Los Angeles

[Editor's Note: Mr. Marwood has reference to the "Dear Fish" letter from M. H. (Deac) Aylesworth [OPEN MIKE, June 13].]

* * *

PI Deals Only 5%

EDITOR, BROADCASTING:

Thank you for publishing my letter about P. I. deals.

However, I am forced to call your attention to an erroneous statement used as a lead-in to the letter. I have no idea why, without checking the facts, in referring to Thwing & Altman Inc. you state "an agency which deals heavily in P. I. business."

P. I. deals make up only approximately 5% of our radio budget—95% goes to spot time and network buys.

Joe Gans
Vice Pres. in Chg. of Radio & TV
Thwing & Altman Inc.
New York

Wire Recorder Used

EDITOR, BROADCASTING:

Although most stations have discarded wire recorders in favor of tape, we are using the Air King Model A-725 for broadcast purposes. We are also using a heavy lubricant placed in the recorder head groove to reduce the noise level. We have increased the bias voltage and the audio voltage to the recording head with these results:

Frequency response plus or minus 3db from 40 cycles to 5700 cycles with less than 5% distortion from 50 cycles. Noise level down approximately 45db.

Should anyone care to hear the quality of this wire recorder on the air, it can be heard the second Monday of each month at 1:45 a.m. (EST) on our frequency test period on 1450 kc.

William H. Alford
Chief Engineer
WFNC Fayetteville, N. C.

* * *

Text Available

EDITOR, BROADCASTING:

In the May 30, 1949, issue of BROADCASTING, a letter appeared written by Robert M. Harvey, chief engineer of WKBC North Wilkesboro, N. C. He stated that he wished there were a good technical book expressly written for the chief engineer of a broadcast station. . . .

We are publishers of electronic text books and manuals. In January 1948 we released such a book, entitled *Broadcast Operators Handbook*, written by Harold E. Ennes, engineer of WIRE Indianapolis, Ind.

John F. Rider
John F. Rider Inc.
New York

[Editor's Note: A review of "Broadcast Operators Handbook" appears on page 63.]

* * *

KECK's Range

EDITOR, BROADCASTING:

I read . . . a letter in the May 30 . . . issue of BROADCASTING from Arthur T. Cushen, New Zealand Radio DX League, 212 Earn St., Invercargill, New Zealand . . . [This] radio fan in Invercargill, N. Z. . . . picked up KECK just as the station was signing off for the day, March 20, 1947. . . . Invercargill is the most southerly city in the world . . .

Ben Nedow
Owner and Manager
KECK Odessa, Tex.

* * *

Hoard 'Broadcasting'

EDITOR, BROADCASTING:

People who subscribe to BROADCASTING seem to hoard back copies like editions of encyclopediae. I have been interested in . . . some extra copies of the April 4 . . . issue, but none are available. If you could send me three . . . the Commissioner of the Baltimore City Health Dept. and several other people would be very pleased.

Bill Roche
WFBR Baltimore

DECLARATION
of an
INDEPENDENT

WHHM *believes . . .*

That a station serves best which gives its audience music, news, and sports in balance.

That the satisfaction of a contented listener is riches beyond compare.

That an alert staff, coupled with responsible management, can't help but produce pleasant listening.

That a progressive station is both friendly and cooperative.

That it is the reaction of its audience, expressed in Hooper ratings of listenership, phone calls, and letters, that helps build a loyal audience.

That service to its audience is what makes a station great . . . and listened to . . . and believed in . . .

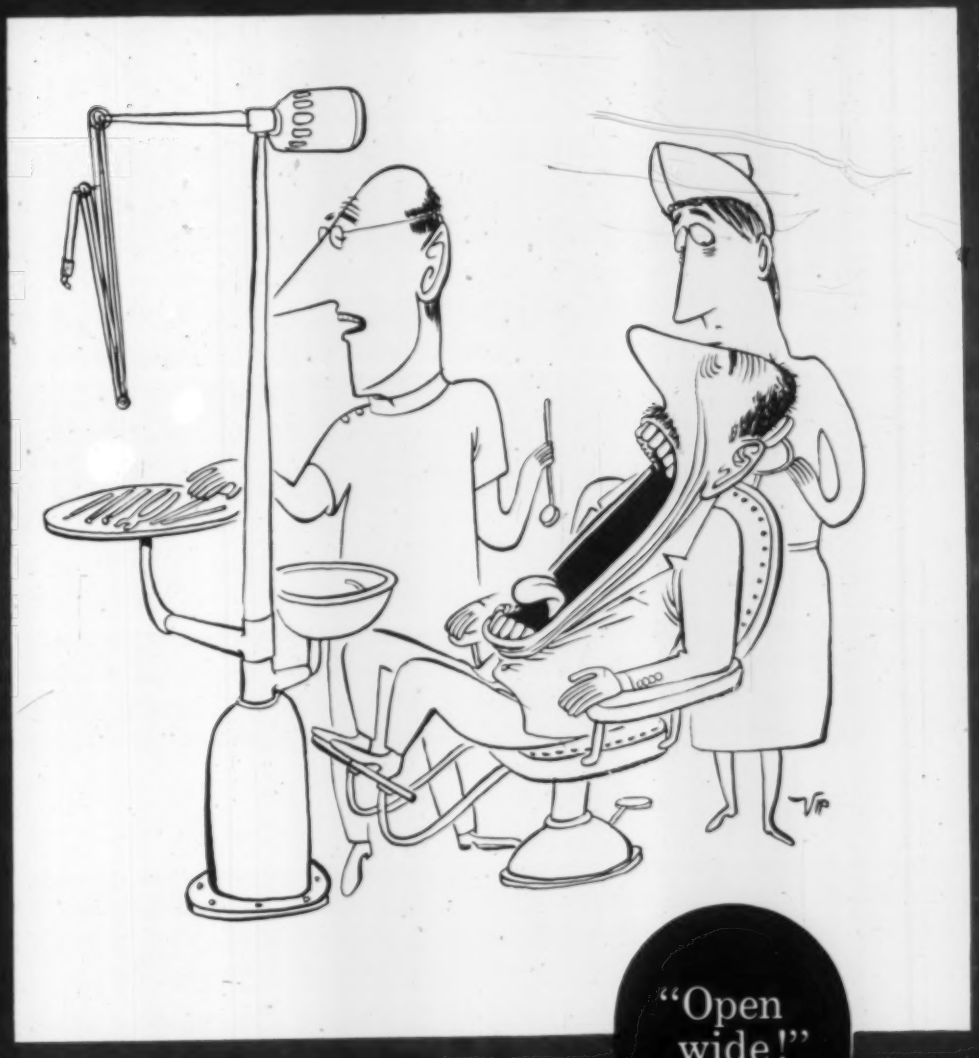
WHHM
Independent, but not aloof.
MEMPHIS, TENN.

REPRINTED BY REQUEST

BROADCASTING

Comparative Network Program Schedule

July 1949



"Open wide!"

You do what you're told!

See back page of insert

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Straw Hat Summer Season (151)	Quaker Oats Roy Rogers Show (497)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	P. J. Ritter Betty Clark Sings (12)	Inf. Silver Co. Adventures of Ozzie & Harriet (150)	Nick Carter S (483)	Hollywood Calling S
6:45	The Honeydreamers S	" (off 7-10)	"	"
7:00	Think Fast	Amer. Tob. Co. Your Hit Parade on P'de (176) R	Adv. of the Falcon S	"
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (108)	Lever Bros. Call the Police (150)	7:30-7:55 The Saint	Rexall Co. Guy Lombardo 7-7:—9:25 (183)
7:45	"	"	7:55-8 Johnny Desmond	
8:00	Old Gold Stop the Music (173)	Wildroot Sam Spade (171) R	Co-op A. L. Alexander	Four Star Theatre
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	TBA	Music	NBC Summer Symphony, U S Steel (193)
8:45	Old Gold Cigarettes (172)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Earn Your Vacation	Count of Monte Cristo	"
9:15	Andrew Jergens Louella Parsons (206)	"	"	"
9:30	Go For The House S	Col.-Palm.-Pcot Our Miss Brooks (152)	Shelah Graham	Sterling Drug Album Familiar Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Life with Luigi	Summer Theater	Eversharp Take It or Leave It (184)
10:15	TBA	"	"	"
10:30	Organ Music S	Dance Orchestra S	Flavored with Flutes	Philip Morris Horace Heidt (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	TBA	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	"	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (182) R
7:15	Co-op Elmer Davis (45)	"	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	"	Nestlemalt Gabriel Heatter (211)	Echoes from the Tropics S
7:45	"	Larry Lesueur News	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (31)
8:00	Assn. Amer. RR Railroad Hour (270)	Bruce Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	duPont & Co Calvacade of America (152)
8:15	"	"	"	"
8:30	Ella Mae Time	Young Love S	Peter Salem S	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (252)	"	"	"
9:00	Music (17)	Leave It To Joan S	Murder by Experts S	Bell Telephone Telephone Hour (158) R
9:15	"	"	"	"
9:30	The Harmonaires	Breakfast with Barrows S	Secret Missions	Jane Pickens Show
9:45	String Ensemble	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Straw Hat Concert S	American Forum S	Carnation Co Contented Hr (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	Dance Orchestra S	Mutual Newsreel Mutual Concert	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	TBA	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	"	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (182) R
7:15	Co-op Elmer Davis (45)	"	Dinner Date S	Miles Labs. News of World (151)
7:30	Pepsi-Cola Counter Spy (258)	"	Senator Gabriel Heatter (221)	Dardanelle Trio S
7:45	"	Larry Lesueur News	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (26)
8:00	Cheesebrough Little Herman (141)	Sterling Drug Mystery Theater (149) R	Gregory Hood S	Philip Morris Hogan's Daughter (145) R
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	O-P-P Tuthpaste Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. O'Hanlon Show (151)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People (121)	John Steele, Adventurer	"
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich S	Mysterious Traveler	Johnson Wax King's Men (155)
9:45	Res Maupin's Orchestra	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (156)	Kate's A. Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CIO It's in the Family C of C. Let Freedom Ring	Gurwell Cavallaro's Orchestra	Mutual Newsreel Concert Notebook	Brown & W'mson People Are Funny (132)
10:45	"	"	"	"

WEDN

	ABC	CBS
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid
6:15	"	You And — S
6:30	"	Sketches in Melody
6:45	"	Sun Oil Co. 3-Star Extra
7:00	Co-op Headline Edition (53) *	Liggett & Myers Supper Club (182) R
7:15	Co-op Elmer Davis (45)	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Dardanelle Trio S
7:45	"	Lanteaueur News
8:00	Old Gold Organic Amateur Hour (173)	Philip Morris Hogan's Daughter (145) R
8:15	"	"
8:30	"	Chesebrough Christian (57) R
8:45	"	"
9:00	"	Stars in The Night S
9:15	"	"
9:30	Miller Brewing Lawrence Welk (26)	"
9:45	"	"
10:00	Time for Music S	"
10:15	"	"
10:30	String Ensemble S	Gene Clark Jam S
10:45	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music 9:30-10 On avail. stations S
9:45	"	Trinity Choir S	"	Hudson Coal Co D. & H. Miners (12)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	Highlights of the Bible S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (266)	Western Auto Circle Arrow (59)
10:45	"	Church of A S	"	Organist Geo. Crook 10:30-11:00 S
11:00	Fine Arts Quartet S	Bill Costello S	Christian Ref. Church, Back To God (251)	Faultless Starch Starch Time (48)
11:15	"	Newsmakers S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam S	Invitation to Learning S	Mutual Chamber Music	News with James Fleming 12-12:05
12:15 PM	Foreign Reporter S	"	"	Living—1949 12:05-12:30
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (364)	Eternal Light S
12:45	"	"	"	"
1:00	TBA	Charles Collingwood S	Albert Warner News	America United S
1:15	Here's Hollywood S	Elmo Roper S	Charles Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (40)	P & G Co. Welcome Travelers (140)
10:15	"	Lee Pharmacal Arthur Godfrey (169) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (169) R	Georgia Crackers	P & G Road of Life (156)
10:45	*See Footnote	National Biscuit Arthur Godfrey (168) R	Tom, Dick & Harry	P & G The Brighter Day (154)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (174) R	Co-op Passing Parade Nesbitt (30)	Dr. Paul S
11:15	"	"	Your Marriage	Manhattan Soap We Love and Learn (162)
11:30	Ted Malone (299)	Contin'l Baking Grand Slam 48)	Philip Morris Against the Storm	Prudential Ins. Jack Berch (134)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (67)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Name the Prize S	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Kate Smith Sings (219) S	Music
12:30	Out of Service	Whitehall Helen Trent (85)	Lanny Ross	Special Music
12:45	"	Whitehall Our Gal Sunday (84)	Gab. Heatter's Mail Bag	"
1:00	Co-op Backhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Luncheon with Lopez
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins 95)	Checkerboard Jamboree	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	Pulse of the News	Garden Gate S	"	"
10:00	Johnny Olsen's Get Together	Music for You S	Magic Rhythm	Mind Your Manners
10:15	"	"	"	"
10:30	"	Tell It Again S	News	Pet Milk Mary Lee Taylor (148)
10:45	"	"	Miscellaneous Programs	"
11:00	Modern Romances	Cream of Wheat Let's Pretend (134) *	Music	Adventures of Frank Merriwell S
11:15	"	"	"	"
11:30	Dave Stewart's Fun Fair	Lever Bros. Junior Miss 167)	Georgia Crackers	Brown Shoe Smilin' Ed McConnell 156
11:45	"	"	"	"
12:00 N	Hormel & Co. Girls' Corps (238)	Armstrong Cork Theatre of T'day 165)	Smoky Mt. Hayride	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	Servel Co. What's My Name (118)	Pillsbury Mills Grand Gen. Sta. (147)	"	Luncheon with Lopez S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (184)
1:15	"	"	"	"

DAYTIME

	ABC	CBS
1:30	National Vesp S	Syncopa Pict S
1:45	"	"
2:00	Around th World 153)	Langines naver, L Symphe
2:15	"	"
2:30	Co-op Mr. Presid	Music F S
2:45	"	"
3:00	Fruehauf Trai Harrison Wo (75)	CBS Sym Orche S
3:15	Music th Bowes S	
3:30	Speaking Songs	
3:45	"	"
4:00	TBA	"
4:15	"	"
4:30	Milton Cr Opera Alb	TBA
4:45	"	"
5:00	U. S. Nav Band S	Langu Witm Chevalier
5:15	"	"
5:30	Take I Charm S	Broad Is My S
5:45	"	"

XUM

WEDNESDAY

CBS	MBS	NBC
Repeat of Kid Strips		News Bob Warren S
		Clem McCarthy 6:15-6:20 S
		Sketches in Melody 6:20-6:45 S
		Sun Oil Co. 3-Star Extra (34)
	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
	Dinner Date S	Miles Labs. News of World (151)
	Dardanella Trio S	Pat Buttram (82) R
		Pure Oil Co. Kaltenborn (32)
	Can You Top This S	C-P-P Co. Blondie (155)
	Intermissions: Airport	Kraft Foods Co. Archie Andrews (151)
	Scattergood Baines	Bristol Myers Henry Morgan (159)
	Family Theatre S	Bristol Myers Dist. Attorney (140)
	Comedy Playhouse S	Am. Cty. & Cig. The Big Story (163)
	Mutual Newsreel	Mars Candy Curtain Time (145)
	Concert Hall	

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
	You And — S		Clem McCarthy 6:15-6:20 S
			Sketches in Melody 6:20-6:45 S
	No network		Sun Oil Co. 3-Star Extra (34)
	P & G Ivory L. Thomas (78) R		
Co-op Headline Edition (53)	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
Pepsi-Cola Counter-Spy (218)	Campbell Soup Club 15 (153)	Senator Gabriel Heatter (221)	Echoes from the Tropics S
	Larry Lesueur News	Bayuk Cigars Inside Sports (101)	Pure Oil Co. R. Harkness (27)
The Eye S	Yours Truly Johnny Dollar S	Air Force Hour	G. F. Zotto Father Knows Best (143)
Moon Mist S	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club	TBA
Play It Again S	Escape S	Meet Your Match	Kraft Foods Co. Music Hall (148)
Revere Camera Name the Movie (59)	Toni Co. Crime Photog (149)	Sing for Your Supper	TBA
Personal Autograph S	Camtrass Sales First Nighter (68)	This Is Paris	General Electric Fred Waring (163)
We Care S	Dance Orchestra	Mutual Newsreel	Dragnet
The Harmonaires S		Concert Hall	

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
	You And — S		Clem McCarthy 6:15-6:20 S
			Sketches in Melody 6:20-6:45 S
	No network		Sun Oil Co. 3-Star Extra (34)
	P & G Ivory L. Thomas (78) R		
Co-op Headline Edition (53)	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Somler Gabriel Heatter	The UN Is My Beat.
	Larry Lesueur News	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (31)
Norwich Phar. Fat Man (136) R	Summer in St. Louis S	Plantation Jubilee	Cities Service Bands of Amer. (81)
Equitable Life This Your FBI (221) R		Music	TBA
Bristol Myers Break the Bank (133) R	Theatre Broadway S	Opera Concert	Pabst Sales Co. NBC Theatre (145)
Pac. C. Borax The Sheriff (191)		Enchanted Hour	My Good Wife
Ch. Spark Plug Roll Call (215)			
Music By Ralph Norman S	Philip Morris Playhouse (149)	Co-op Meet the Press (46)	Mars Inc. Dr. I. Q. (131)
Treasury Band S	Dance Orchestra	Mutual Newsreel	Gel.-Palm.-Peet Sports Newsreel (129)
		Concert Hall	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Honey Dreamers	News Bancroft S	Orchestra S	Horse Races	6:00 PM
Saturday Session S	Memo From UN		Art of Living S	6:15
TBA	Saturday Sports Review S	Bands for Bonds	NBC University Theatre	6:30
Communism & One World S	News Larry Lesueur S	Mr. Allen		6:45
TBA	Dance Orchestra S	Hawaii Calls S		7:00
Bert Andrews S				7:15
TBA	R. J. Reynolds Vaughn Monroe (61) R	True or False S	Pet Milk Saturday Night Serenade (145)	7:30
				7:45
TBA	Wrigley Gene Autry (55)	Raskin Metal 20 Questions (50)	Grande Hollywood Star Theatre (52)	8:00
				8:15
Two Billion Strong S	Philip Morlowe S	U. S. Tobacco Take a Number (42)	P & G Truth or Consequences (145)	8:30
				8:45
Steel Pier Bands S	Gangbusters	Life Begins At 80 S	Am. Tobacco Co. Your Hit Parade (164)	9:00
				9:15
	Liggett & Myers Tales of Fatima (26)	Lombardo USA S	Cel.-Palm.-Peet Judy Canova (144)	9:30
TBA				9:45
Phillips Petrol. Nat. Barn Dance (68)	Sing It Again S	Chicago Theatre of the Air S	Cel.-Palm.-Peet Dennis Day (144)	10:00
				10:15
TBA			R. J. Reynolds Grand Ole Opry (159)	10:30
				10:45

SUNDAY

ABC	CBS	MBS	NBC
	Syncopation Piece S	Michael O'Duffy	University of Chicago, Round Table S
	Longines-Wittnauer, Longines Symphonette (166)	Charmer of the Dell	Voices Down The Wind S
	Music For You S	Co-op Bill Cunningham (210)	TBA
		Veteran Wants to Know S	
	CBS Symphony Orchestra S	Music for a Half Hour	
		TBA	One Man's Family S
TBA		General Foods House Mystery (178)	TBA
	TBA	True Detective Mysteries	
	Longines-Wittnauer Choraliers (167)	Under Arrest S	Surprise Serenade
	Broadway Is My Beat S	Greystone Press Mr. Fix-it	TBA
		Jimmie Powers	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (83)	Art & Dollie Todd	Co-op George Hicks S
Co-op Dorothy Dix on the Air	P & G Guiding Light (52)	Miscellaneous Programs	Easy Listenin'
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (99)	Ph. Morris (369) Miles Lab. (424) Queen for Day	Campbell Soup Double or Nothing (131)
	P & G Perry Mason (114)		
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Say It with Music	General Mills Today's Children (79)
	P & G Brighter Day (82)		General Mills Light of World (70)
Ladies Be Seated S	Babbitt David Harum (55)	Bob Poole Show	P & G Life Beautiful (151)
	Miles Labs. Hilltop House (128)		P & G Ma Perkins (147)
TBA	Robt. Q. Lewis Show S	Luncheon At Sardi's	P & G Pepper Young (153)
			P & G Right to Happiness (151)
Pillsbury Mills Kay Kayser (213)	Beat the Clock S	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
			Sterling Drug Stella Dallas (146)
Eleanor & Anna S	Lever-Rayve Winner Take All (165)	Johnson Family	Sterling Drug Lorenzo Jones (146)
Irene & Allan Jones	TBA S	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)
(See Footnotes)	Treasury Bandstands S	M-W-F Ted Drake S	General Foods When Girl Mar's (77)
		T-Thurs Bobby Benson S	General Foods Portia Faces Life (89)
	Chicagoans S	Adv of Champion	Whitehall Just Plain Bill (58)
	Miles Labs. Curt Massey Time (141) R	Curley Bradley	Whitehall Front Page Fur. (58)

SATURDAY

ABC	CBS	MBS	NBC
American Farmer S	Toni Co. Give and Take (149)	Dance Orchestra	R. F. D. America
101 Ranch Boys	Borden County Fair (166)	Better Gardens	Echoes From the Tropics S
Junior Junction	Columbia Country Journal S	Music	Ed. Tomlinson S
			Report on Europe S
Treasury Show	Report From Overseas S	Poole's Paradise	TBA
	Adv. in Science S		
Fascinating Rhythm	Cross Section U. S. A. S	Sports Parade	Musicana S
Tom Glazer's Ballad Box	Deli Trio	Bill Harrington Sings	Your Health Today S
Horse Racing	Horse Racing S		Horse Races
Two Billion Strong	Saturday at The Chase S	Horse Race	Contrasts
		First Church Christ. Scientist (65)	
Tea and Crumpets	Treasury Bandstand	Mutual Concert Hall	Harlow Burgess Orchestra
	Make Way for Youth S		
			Horse Races

*EXPLANATORY: LISTINGS IN ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS AND IN SOME INSTANCES STARTING DATE. S SUSTAINING. R RE-BROADCAST WEST COAST. TBA TO BE ANNOUNCED. TIME IS EDST.

ABC

8:30-9:00 PM Thurs. Name the Movie sponsored by Revere Camera Co.
8:30-9:00 PM Thurs. Personality. Portraits of Famous Women sponsored by Toni Co.
9:00-9:30 AM Tues. & Thurs. Sterling Drug Co. Bride of True Story Soap Opera.
9:30-10 AM Mon. Wed & Fri. Ross Rio At The Organ (3)
9:30-10 AM Tues. Club Time sponsored by Club Aluminum Products Co. Hostess Ruth Lyon.
10:30-11 AM Mon. & Fri. Green Hornet (3)
10:30 PM Wed. Challenge of the Yukon (3)
10:30 PM Thurs. & Thurs. Fun House (3)
10:30 PM Mon. Wed. & Fri. Adventures of Ellery Queen (3)
11:30 PM Saturday National Barn Dance Phillips Petroleum Co. (3) West.
11:30 PM Sat. Jack Carson in East.
11:30-12 PM Sat. Irving Fields in East.

CBS

MBS

NBC

BROADCASTING
TELECASTING

Who can deny that he is slave to the voice of authority. . . from the first day a doting mother told him to pick up his feet?

Radio has the authority of the *living* voice. It's the voice that moves most people to action: to buy, to use, to enjoy. And in radio no voice has greater authority than CBS which speaks to the largest audiences in America at the lowest cost.

XUM

New Business

RE-CLEAN Inc., New York (home dry cleaner), appoints Cayton Inc., same city, to handle advertising. Budget of $500,000 will be concentrated in radio and television.

TEDDY'S The House of Sea Food, New York, packer of Teddy's frozen fillets and seafoods, through its agency Tracy Kent & Co., New York, planning to use video spots and participations this fall in addition to present campaign on *The Fitzgerald's* on WJZ, *Dorothy and Dick* on WOR and *Martin Block* on WNEW, all New York.

TOWER OPTICAL Co., Chicago, begins spot video campaign, plugging contact lenses in the four-station area. Four one-minute live action commercials, completed by Malcolm-Howard agency, contrast "before and after" personal appearance and explain function of lens. Five to six spots expected to be aired weekly. Time being bought now.

MASON'S CHICKS Inc., Plainfield, N. J., appoints Metropolitan Adv. Co., New York, to handle its radio advertising. Company currently has time on some 26 stations across country; and plans to add to its present schedule.

FEDERAL LIFE & CASUALTY Co., New York (insurance), appoints William Warren Agency, New York, to handle its advertising. Plans call for sponsorship on *Galen Drake* program on WCBS New York and television film spots in fall.

PAUL W. TROUSDALE & Assoc., Los Angeles (home builder and seller), June 24 started for 13 weeks two weekly quarter-hour recorded music program on KFXM San Bernardino, Calif., and five weekly spot campaign on KITO same city. Spots total 23 a week. Agency: Robert F. Dennis Inc., Los Angeles.

STANDARD LAUNDRY Co., Jersey City, N. J., appoints Ray-Hirsch Co., New York, to handle advertising, sales promotion and public relations. Radio will be used.

Network Accounts • • •

ROMAN-MEAL Co. (bread, breakfast cereals) signed 52-week contract for weekly *Hal Burdick, Night Editor* show on Pacific Coast CBS network Agency: Guild, Bascom & Bonfigli, San Francisco.

KRAFT FOODS Co., Chicago, renews *The Great Gildersleeve* with Hal Perry on full NBC network for 52 weeks from Sept. 7, through Needham, Louis & Brorby, Chicago. Program, aired Wednesday, 7:30-8 p.m. (CDT), and repeated for West Coast at 10:30 p.m., will be broadcast on full Dominion Network of Canadian Broadcasting Corp. for first time.

SKULL practice for the coming football season is held in Fort Wayne, Ind., as Cities Service Oil Co contracts for broadcasting nine Notre Dame, Indiana and Purdue games over WOWO Fort Wayne. Seated are Robert G. Duffield (l), manager of WOWO, and E. C. Mitchell of Cities Service. Standing (l to r): Tom Longworth, WOWO account executive; Milt Marx, WOWO sports announcer; Paul Mills, WOWO sales manager, and Jesse Corbin, local sales representative for Cities Service.

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

FREE
to subscribers
BROADCASTING '49 MARKETBOOK
featuring
SPOT RATE FINDER
(Compute campaign costs instantaneously)

IF you are a BROADCASTING subscriber on August 15 you will receive this fact-packed MARKETBOOK as Part II of the regular weekly issue. Here, in one comprehensive volume are *all* the essential facts and spot rate figures for buying/selling AM, FM, TV time.

SELLS SEPARATELY FOR $1.00

NOW ... and until August 15 a regular BROADCASTING subscription includes:

- $5.00 Yearbook, 1950
- $1.00 MARKETBOOK
- 52 weekly issues

All for $7.00

(Add $1.00 Canadian or foreign postage)

MAIL COUPON TODAY

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, 1949 MARKETBOOK and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

I ENCLOSE

PLEASE BILL ME ( )

BROADCASTING • TELECASTING
National Press Bldg.
Washington 4, D. C.

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

MANY future livestock farmers of southern New England will credit their start in business to WTIC Hartford, Conn. The 50 kw station, serving a wide farming area as well as a concentrated urban population, is in its second year of a $20,000 Farm Youth Program to encourage young people with a liking for agriculture to become livestock farmers.

Paul W. Morency, WTIC vice president and general manager, originated the plan and placed it under the direction of the station's farm program manager, Frank Atwood.

The $20,000 fund is used to buy purebred dairy and beef heifer calves which are assigned on a joint-ownership basis to selected 4-H Club members and vocational agriculture students in high school. The station accepts a note from the young co-owner for the full amount of the purchase price, payable in 2½ years without interest. When the note is paid, full ownership in the animal is transferred to the boy or girl, and the money returns to the Farm Youth Program revolving fund to purchase an animal for another applicant.

Farm Program Director Atwood interviews 11-year-old Eleanor Duker during a WTIC Farm Youth Program picnic. Eleanor is co-owner of a Hereford heifer consigned by the station. At extreme left is Mr. Morency.

* * *

Sixty-four animals have been purchased and placed in the first year of the program, at a cost of $10,816.25. Primary objective of the program, WTIC explains, is to enable young people, while they are still in school, to acquire high quality breeding stock which will

(Continued on page 46)

On All Accounts

A MAN who thinks that television is the most interesting and unusual thing that ever happened certainly should have a voice in it.

And that man, Bill Welsh, general manager of Allied Adv., Los Angeles, does. Sportscaster for television station KTLA Los Angeles and Southern Calif. senior sports announcer for Associated Oil Co., Bill's voice (and face) are getting as familiar to Los Angeles television viewers as Howdy Doody's is to New York TV addicts.

But sportcasting is just a sideline with Bill. For he reports to his executive desk at the agency every morning at nine and puts in a full day of work. Besides supervising over 50 agency accounts, he personally handles the Arden Farms account, now expending approximately a quarter million dollars on radio and television; and helps service Pacific Finance account using approximately the same amount on radio. In addition to handling the accounts, he announces commercials for many of them.

BILL

Bill's birthplace was Greeley, Col., named after the man whose advice he later took. In 1935, he collected his A.B. from Colorado State College in that city, where he majored in history and political science. Although active in all the sports the school had to offer, Bill claims he was a "lousy" athlete. In fact the only trophies he has to remind him of his athletic prowess are "trick knees." He made a name for himself in the sports annals by directing intra-mural athletics for the whole school for four years, the only student who had ever done that.

Urged by his friends to try to get into radio, Bill got himself an announcing job with Greeley's part time station KFKA four months before he graduated. There he did news and sports broadcasts, and set up the station's first news department.

During this time, Bill was eyeing KFEL Denver, which he wanted to join because of its large news department. One of his police beat contacts, a police sergeant who had great faith in his ability, once told him that he would do anything to get Bill on the station's news staff. And, ironically, he accomplished that—through his own murder. By covering the murder of the sergeant

(Continued on page 46)

Mr. Bert Gittins
739 North Broadway
Milwaukee, Wisconsin

Dear Bert:

Allus knowed WCHS was tops in West Virginny's number one city, but some feller named Hooper proved it t'other day! He found out thet WCHS has more'n half again as many lisseners as th' next station in town! Th' third station has only leetle more'n half as many lisseners as WCHS in th' Charleston area; th' fourth station has not quite half as many, and th' last station has lessen a fifth as many as good ole WCHS! Now Bert, remember this is jest fer th' Charleston area — hit don't include all th' outside territory served almost entirely by WCHS! Jest tho't you'd like ter know!

Yrs.
Algy

WCHS
Charleston, W. Va.

more DIALERS per DOLLAR

put KROD to work for you

- CBS OUTLET
- 600 ON YOUR DIAL
- 5000 WATTS
- SOUTHWEST NETWORK

● As a time buyer, you are interested in the best "buy" for the money in the rich El Paso market. That's KROD —CBS regional outlet, Key Station of the Southwest Network, far-west link of the Lone Star Chain.

RODERICK
BROADCASTING CORP.
●
Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.

Represented Nationally by
Taylor-Borroff & Company, Inc.

KROD *Your Southwestern Salesman*
EL PASO • TEXAS

XUM

WREN

Topeka, Kansas

ABC affiliate

covering half a million radio families in a 2 billion dollar retail market

announces the appointment effective July 1, 1949 of...

Weed

and company

radio and television station representatives

new york

boston

chicago

detroit

san francisco

atlanta

hollywood

DETROIT PUBLIC LIBRARY

Radiorama

IT'S Ladies' Day on "Radiorama." What better way to start the parade than with San Antonio's Queen of Fiesta de San Jacinto, Terry Emerson, formerly with KTSA San Antonio—a lovely candidate for "Miss Radiorama of '49." Entire ballot follows.

CAST only one vote, please. Here's WWOD Lynchburg, Va's, entire feminine staff (l to r): Erma McFall, Lyn Roberts, Rosalie Stuart, Vivian Tibbs, Jean Hundley, Dot Ferguson and Barbara Gunter. WWOD said something about those steps, but who cares?

COUNTING their votes for "Miss Radiorama" will come easy for these WAZL Hazleton, Pa., beauties. Getting in practice by opening station mail are (l to r) Eve Art, Hofer Shirley Meikrantz, Kathryn Kahler, Jeanne Neiswender, Marie Vukcevich.

ANOTHER queen, "Miss Dan River" of '49, Jewell Owen, is WDVA Danville, Va.'s candidate on our ballot. Interviewing Miss Owen during the Dan River Mills fashion show, which WDVA broadcast, is the station's Dick Campbell

A PROFESSIONAL enters the race as former Powers' model Carol Bennett, now heard on her own show over KPRC Houston, talks over her campaign with ex-boss John Robert Powers, during a visit by the beauty expert to the Lone Star State.

THIS model comes in blond, brunette or mahogany and can be ordered from General Electric, Syracuse, N. Y.—the radio, that is. On your ballot just check Stella Sullivan, GE advertising office. Sorry we cropped out those ankles, boys.

IF you prefer the sports type take a look at these two lovelies from Montana, engaged in a promotion stunt for KGVO Missoula. Don't worry, boys, that's not "little brother" on the horse. He's just part of the stunt.

LET'S look at the record, says WCBI Columbus, Miss., in entering these four candidates. The two young ladies on the left speak for themselves and the two on the right—Kitsy Bailey and Joyce Hollingsworth (r)—in addition to obvious facts, hold titles of "Miss Mississippi" of 1947 and '48, respectively. The men, if you're interested, are (l to r) Dick Crago of WCBI, Morris Zlotnik, owner of Columbus' Darling Shop, and an up-and-coming young man called Bob Hope. [EDITOR'S NOTE: No more "Miss Radiorama" entries accepted until next year.]

LAST but not least in the "Miss Radiorama" race are these Atlantic City beauties Martha Westcott (l) and Pat Goga. CBS comic, Robert Q. Lewis, is NOT a candidate.—That's the ballot, men. Cast your vote.

XUM

From the NATIONAL BOARD OF FIRE UNDERWRITERS to **WOWO**, Fort Wayne: the $500 GOLD MEDAL* "for *outstanding public service* in sponsoring fire prevention, farm safety, home safety, holiday safety, and accident prevention campaigns, culminating in comprehensive coverage of Fire Prevention Week."

*WOWO's thirtieth recent award

WOWO, the Gold-Medal-Station with the Gold-Medal-Market! In its 59-county BMB area, WOWO delivers a dominant signal.. the most popular programs, according to current Hooper surveys.. and the most respected services to its communities. Check availabilities on WOWO.. and the other Westinghouse Stations.. through Free & Peters.

WOWO

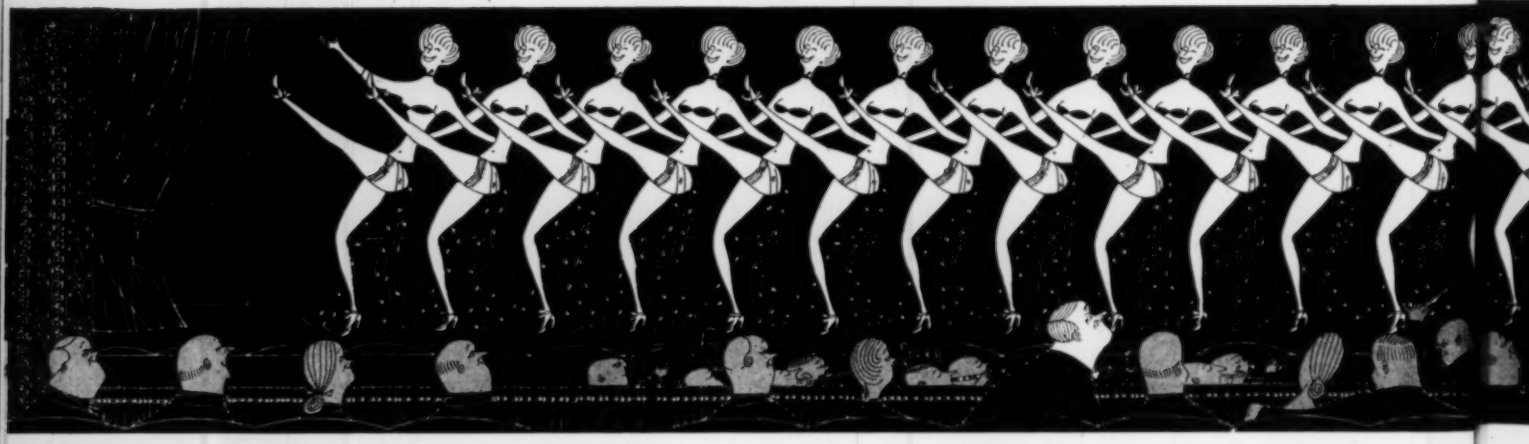
FORT WAYNE ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • KEX • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC SPOT SALES

It takes a



XUM

Your price of admission to the plush Chicago market is much, much less on WBBM. For there's never a cover charge on WBBM's extra coverage... extra listening...extra customers. WBBM gets you *volume* results at less cost-per-result than any other major Chicago station. And no wonder!

Because WBBM has more rating firsts. More higher-rated local shows. And higher average ratings all week long than any other Chicago station.

THREE TIMES AS MANY QUARTER-HOUR WINS as the three other network stations *combined*—between 6:00 AM and 7:00 PM, Monday through Friday.*

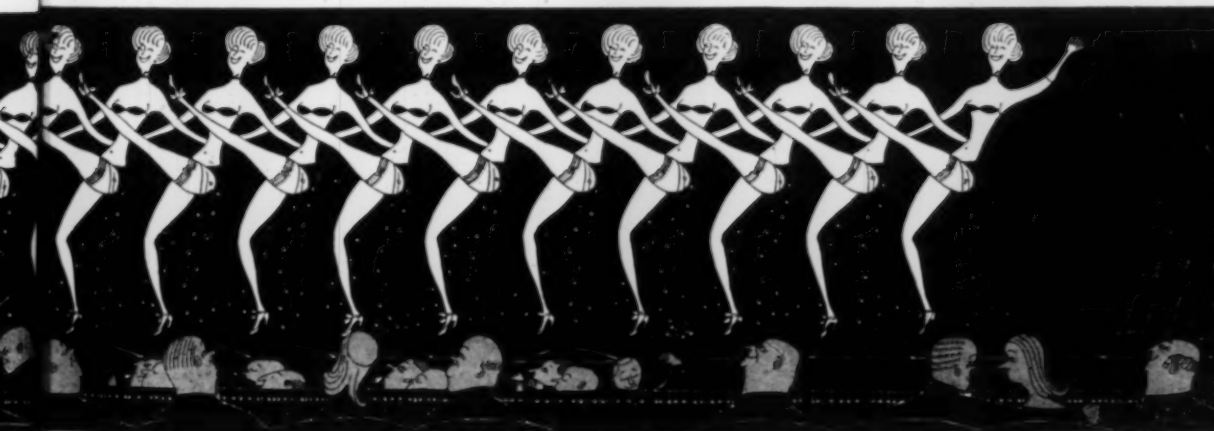
EIGHT OUT OF THE TOP TEN daytime programs produced in Chicago.*

AN AVERAGE DAILY RATING 50% HIGHER than any other Chicago station —between 6:00 AM and 7:00 PM, Monday through Friday.*

For advance bookings for the coming season (or a strip that'll sell 'em *today*), contact us or Radio Sales. You'll find you get a lot more for a lot less on WBBM—Chicago's most sponsored station for 23 years.

**Pulse of Chicago, March-April 1943*

s a lot to cost so little!



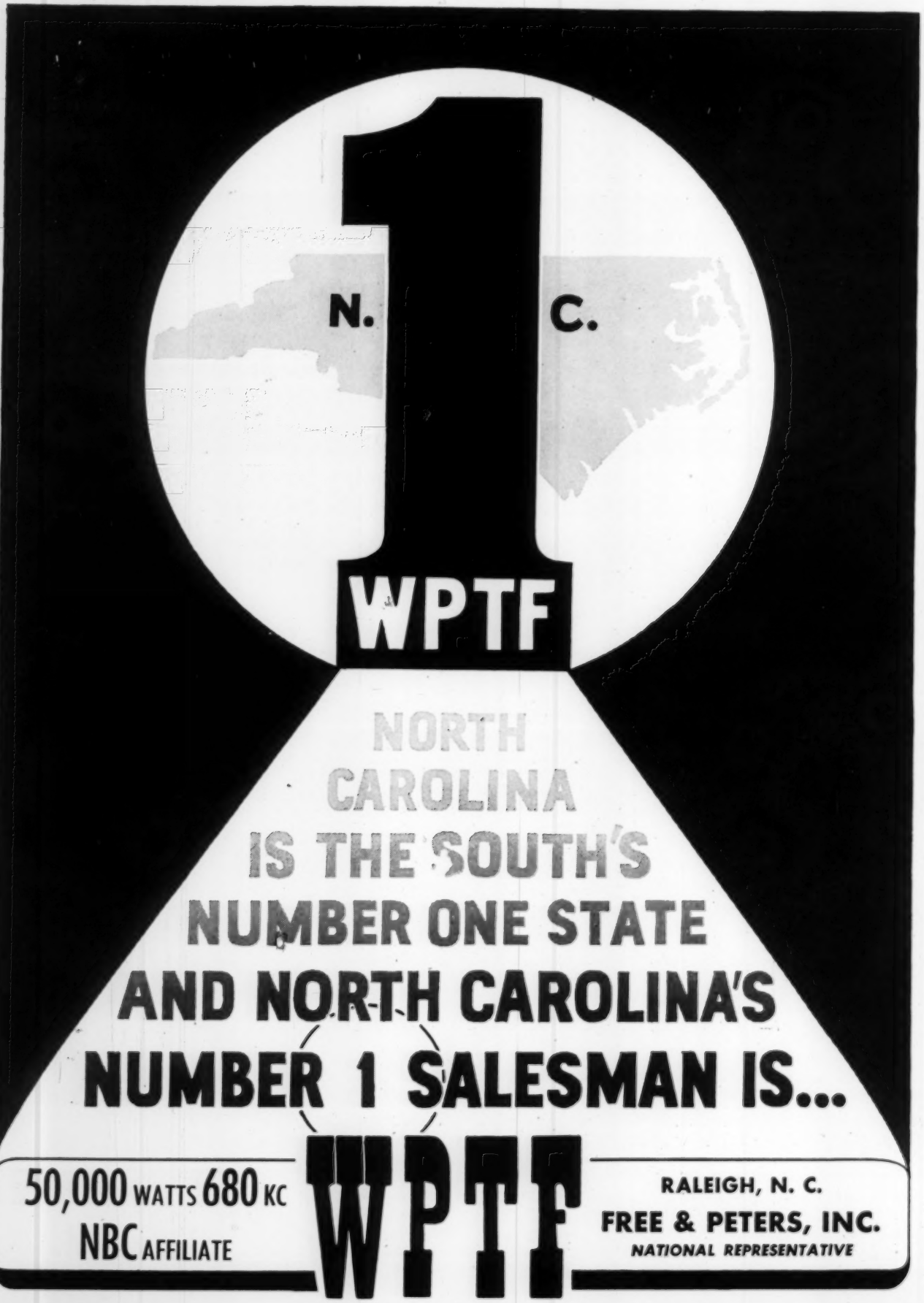
WBBM

CHICAGO'S SHOWMANSHIP STATION

COLUMBIA OWNED
50,000 WATTS

REPRESENTED
BY
RADIO SALES

XUM


N. 1 C.
WPTF
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 37, No. 1 WASHINGTON, D. C., JULY 4, 1949 $7.00 A YEAR—25c A COPY

REORGANIZE NAB?

Majority Favor AM, FM, TV Division

REORGANIZATION of the NAB to accommodate AM, FM and TV on a more equal basis is favored in a poll of station owners and managers recently completed by the Research Department of BROADCASTING. A majority of votes from broadcasting executives were for a division of NAB into clear cut AM, FM and TV departments, and another 24.3% of the respondents said they would prefer an outright merger with the FM and Television Broadcasters Assns. (See adjacent chart and Table 1, page 32.)

The survey of opinion was the 20th in the series of BROADCASTING TRENDS Polls. The questionnaire was devoted exclusively to NAB problems. This is the second of two articles reporting the results of this poll [BROADCASTING, June 27].

To meet the challenge of FM and TV, 50.3% of station executives voted for a division of NAB into AM, FM and TV sections or departments; and only 14.8% said they would like to see NAB continue as presently organized. An even smaller percentage (10.6%) felt that NAB should confine its activity to AM.

BALLOT X

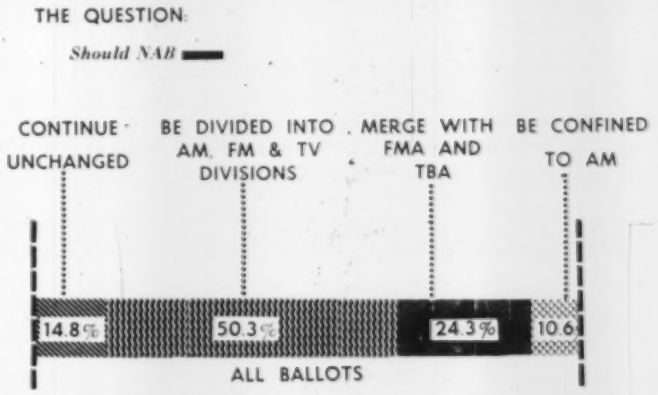
A Continuing Study of Executive Opinion

In combination, those who voted for the AM, FM and TV divisions and those who voted for a merger with the FMA and TBA totalled 74.6% of all respondents. It indicated a definite feeling that NAB should go through some reorganization to allow for the changed complexion of the broadcasting world.

Networks' Position

Broadcasters were also asked whether networks should be associate or active members of the NAB. The sentiment was 59.7% in favor of associate membership for networks; 20.6% for active membership, and a high rate of "no opinion" answers (19.6%). (See Table II, page 32.)

Sentiment on this question was similar among independent stations, with 57.1% favoring associate membership for networks, and 17.8% favoring active membership. The percentage of "no opinions" was high here, too, with about one-fourth of the independents included.



Among affiliated stations, the percent indicating that networks should have associate memberships was high, 64.2%, and another 22.5% indicated that networks should have active status. Percentage of no opinion was lower (13.2%).

Should networks be represented on NAB's board of directors? Opinion on this question was that they should (by a 58.2% majority), with 32.9% opposed to the idea. Of those who said the major networks should be given board representation, the majority felt that they should be non-voting or consultative members, in the status of observers. The voting was close, however, with 46.3% favoring a vote for networks, and 53.7% against.

Affiliated stations voted in about the same proportions as the total of all stations, and independents were less inclined to give a vote to the networks on the board than the affiliated stations.

NAB's Balance of Power

The poll contained a question about the representation of different segments of broadcasting within the organization. Broadcasters were asked if they felt that NAB's structure was a fair one in this respect. The answer was 50-50 yes-and-no, with 17% of the respondents in the "no opinion" category. (See Table III, page 32.)

Among those who felt that the structure was unrepresentative, 31.7% checked TV stations as being overemphasized; 26.8% charged that networks were top-heavy in

Continued on page 32)

McCONNELL RAISED

Now RCA No. 3 Man

JOSEPH H. McCONNELL, vice president in charge of finance of RCA, was elected executive vice president of the corporation Friday. His election was announced following a meeting of the RCA board of directors in New York.

Mr. McConnell, who has served with RCA organizations since 1941, becomes third in command of the corporation. Brig. Gen. David Sarnoff, chairman of the board, is chief executive officer. Mr. McConnell will work directly under Frank M. Folsom, RCA president and No. 2 executive.

Mr. McConnell

Two other RCA officers bear executive vice president titles, but each is the operating head of a major division of the corporation. They are J. G. Wilson, executive vice president in charge of the RCA Victor Division, and Dr. Charles B. Jolliffe, executive vice president in charge of RCA Laboratories.

Mr. McConnell will have overall responsibilities for all divisions of the company.

The executive vice presidency of the corporation—the position immediately below the presidency—has not been filled since 1934. In that year it was vacated by J. R. McDonough, who served briefly. Before that it had been vacant since 1930, the year Gen. Sarnoff became president. Gen. Sarnoff, before his elevation to the presidency, had been executive vice president for several years.

Joined RCA in 1941

Mr. McConnell joined RCA in 1941 as a member of the legal department of the RCA Manufacturing Co., which later became the RCA Victor Division. In 1942 he was named general counsel of the division and in 1945 was elected division's vice president and general attorney.

In 1947 he became vice president in charge of law and finance of the RCA Victor Division. He became vice president in charge of finance of RCA last January.

A legal and financial expert, Mr. McConnell reportedly has been taking an active interest in recent months in the management evaluation of NBC, an RCA subsidiary. He is said to have been working closely with Booz, Allen & Hamilton, an efficiency expert firm, which has been conducting a painstaking survey of NBC.

Mr. McConnell was born in Chester, S. C., in 1906. He graduated from Davidson College, South Carolina, in 1927 with a chemistry degree and from the U. of Virginia in 1931 with a law degree. After legal practice with firms in Florida and North Carolina, he joined the legal staff of the National Reconstruction Administration in 1933.

In 1935, after the dissolution of the NRA, he joined a New York law firm where he remained until going to RCA.

TELECASTING
Section Starts on Page 47

NAB RESTYLING

To Be Considered at Coming Board Meeting

By J. FRANK BEATTY

RESTYLING of NAB will be undertaken by its board of directors at a series of meetings starting next Saturday at Wentworth-by-the-Sea, Portsmouth, N. H.

The realignment of functions, begun by the board last November, heads the list of industry topics on the advance agenda. Meantime the fast-changing radio industry has produced new and complex problems for the realigners.

With NAB's structural format in an uncertain state, the special board Structure Committee that met 10 days ago in Washington [BROADCASTING, June 27] will assemble Saturday morning at the New England resort. By that time it will have the benefit of several informal studies designed to show what NAB needs and what should be done about it (see TRENDS survey page 23). The board itself meets July 11-13.

Boiled down to its elements, the revamping will center around the need of broadcasters for a trade association that will serve AM, FM and television alike while at the same time performing the normal association tasks such as legal, lobby, government contact, labor, research and similar services.

This must be done at a time when TV is just starting to grow, when FM is prevalent but financially starved and when AM is worrying about a downward business cycle as well as TV and FM competition.

Some Changes Made

Already the board has done some reorganizing. It has set up Broadcast Advertising Bureau to stimulate time sales. It has directed that a TV operation be set up to help stations going into TV, with direction that a TV director be hired. It has authorized more service for FM members.

These actions do not fit into an organizational pattern, resulting in confusion at NAB headquarters. A flurry of resignations by member stations who professed to be unhappy about their association appears to have subsided.

Two main types of revamping have dominated most discussions to date—creation of aural and visual divisions, and the complete revamping of NAB into a federation comprising AM, FM and TV (or aural and TV) associations.

Likely to come into the forthcoming committee and board discussions are proposals to trim NAB into a straight trade association serving aural and visual stations. With station managers starting to cry the financial blues, the need of clipping the three-quarter million dollar budget likely will be discussed.

By cutting costs, NAB could get ready for possible lean days ahead, it is pointed out. Trade association observers remind that resignations increase when times get tough. NAB's income is now running at a rate of more than $800,000 per year but $100,000 must be provided for BAB.

If a demand for streamlining arises, the board may have to reconsider its television action, taken originally at New Orleans in February and reaffirmed at Chicago in April.

A. D. Willard Jr., executive vice president, who has been touring TV stations for two weeks, has been offered the TV post by President Justin Miller. Formal announcement of his decision is expected at the New England board meeting, with indication that he is willing to accept the job.

Should the board decide to do a streamlining job and eliminate some of the departmental operations in favor of a straight trade association without special services for segments of the membership, the TV position might be eliminated.

That, however, would complicate the board's desire to attract TV stations into the fold. At present there are six TV members, two of them experimental. Television Broadcasters Assn. is planning to raise money from manufacturers to finance hiring of FCC Chairman Wayne Coy as president. TBA then would be transformed into a full trade association with added promotional functions that NAB would find embarrassing if not impossible to perform.

When the NAB board adjourned in April, it laid aside a Structure Committee plan to put legal, legislative, international, labor, public relations and similar industrywide operations into the president's office, with aural and visual departments to be organized.

By reviving this plan, and adding an aural director to match the TV director, NAB would be realigned with relative ease. Moreover the board could curtail departmental operations, if it desired to effect economies.

Fitting BAB into the reorganization picture offers special problems. When BAB was set up by the board in April, it was announced the sales-promotion agency would move to New York; get a third of the entire NAB budget, and eventually be divorced from NAB proper just as American Newspaper Publishers Assn. has a separate sales-promotion agency in its Bureau of Advertising.

Already there have been com-

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WLIB SALE

Novik Group To Pay $150,000

SALE of WLIB New York by Dorothy S. Thackrey, *New York Post* publisher, for $150,000 to new group including Morris S. Novik, radio consultant, was completed in New York Friday and application for approval was tendered at FCC [CLOSED CIRCUIT, June 27].

New Broadcasting Co., purchasing firm, filed its request through Marcus Cohn, Washington counsel, and stated it proposed to augment existing WLIB service with programming concentrated on "two ignored groups of listeners." These are the more than two million English-speaking Americans of Jewish descent and the more than one million Negroes of the metropolitan area.

The firm stated neither of these "important segments of the community now receive any comprehensive cultural, educational or entertainment service from any of the 20-odd radio stations of the area." New Broadcasting plans to establish auxiliary studios in the Harlem section of Manhattan to facilitate Negro programming.

Mr. Novik, manager of New York's municipal station WNYC under the late Mayor LaGuardia, holds 21% interest in New Broadcasting. Other stockholders include Harry Novik, merchant, 44%; Samuel B. Hains, certified public accountant, 20%, and Norman B. Furman, president of Furman, Feiner & Co., New York advertising agency, 15%.

Assigned 1 kw on 1190 kc, limited time, WLIB was acquired by the Thackrey interests in 1944 for $250,000 from a group headed by Elias I. Godofsky, president and general manager. WLIB was established in May 1942.

In selling WLIB, Mrs. Thackrey proposes to divest herself of her last radio property. There already is pending at the Commission requests to sell KLAC-AM-TV Los Angeles and KYA San Francisco to Warner Bros. Pictures Corp. for combined price of $1,045,000 [BROADCASTING, Jan. 28, 1948]. The Thackrey interests acquired KLAC and KYA in 1945 for nearly $1 million.

FCC PROBE

July 11 Start Planned

INVESTIGATION of FCC by a House Judiciary Subcommittee has been tentatively scheduled to commence next Monday—July 11—under the direction of Rep. Francis E. Walter (D-Pa.), outspoken critic of the Commission, who said $10,000 is available for the probe.

Detailed plans including selection of the subcommittee and formulation of the hearing agenda are to be drawn up this week, Rep. Walter told BROADCASTING. He is the second ranking member of the Judiciary Committee, which is headed by Rep. Emanuel Celler (D-N. Y.).

FCC's operations under the Administrative Procedure Act are expected to be the primary target. Congressman Walter, co-author of the Act, served notice of his intent to investigate almost two months ago, when he told the House that FCC was guilty of "flagrant and willful violations" of this law [BROADCASTING, May 16].

Investigation on this score presumably would concentrate fire on FCC's Law Bureau more than any other division.

The probe finds both Chairman Wayne Coy and Vice Chairman Paul A. Walker, as well as General Counsel Benedict P. Cottone and other top executives, attending the International Telephone and Telgraph Conference in Paris. Comr. Rosel H. Hyde is acting chairman and Harry M. Plotkin, assistant general counsel in charge of broadcasting, is acting general counsel.

FM Policies Is Issue

The Commission's policies on FM and delays in action on fundamental questions also may be aired, Rep. Walter has hinted. The mail response following his House attack on the treatment accorded FM [BROADCASTING, April 18] is largely credited with his decision to launch the FCC probe.

He has made plain that network policy on affiliates' duplication of AM programs on FM is one of the questions he thinks should be explored.

The Pennsylvania legislator has been outspoken in his criticism of FCC "sidestepping" of major issues, specifically naming the clear-channel case, proposed lottery rules, multiple ownership regulations, and universal advertising of broadcast applications.

He also scored the use of "dictum and policy pronouncement," in lieu of formal rule-making, on such subjects as newspaper and motion-picture ownership of stations, charging that "neither a broadcaster nor his lawyer can say with certainty what is banned or what is permitted."

Since Rep. Walter first announced his plan to investigate, FCC has acted on some of the causes of his complaint, notably by adoption of its long-pending plan for separation of functions within the FCC staff and issuance of its New Mayflower Decision on editorializing by licensees.

XUM

PROGRAMMING plans involve Standards of Practice, as evidenced by these broadcasters attending the first NAB Program Clinic in Chicago last week. They are (l to r) Clay Cline Jr., WJZM Clarksville, Tenn.; Frank V. Webb, KFH, KFH-FM Wichita, Kan.; Arthur F. Harre, WJJD Chicago; George Nickson, KXXX Colby, Kan., and Ray Livesay, WLBH Mattoon, Ill. Program plans were studied on a workshop level.

OBJECTIVES of first NAB Program Clinic are outlined by Director Harold Fair (second from l), head of NAB's program department, with panel of guest speakers (l to r), Maurice B. Mitchell, director of the NAB Broadcast Advertising Bureau; Sylvester L. (Pat) Weaver, vice president and director of radio and TV, Young & Rubicam, New York; Lewis H. Avery, president of Avery-Knodel, representative firm, and Lee Hart, NAB retail coordinator.

NAB PROGRAM CLINIC

Three-Day Session Draws Over 250

By JANE PINKERTON

A PROGRAM DIRECTOR will never become a "forgotten man" again as long as he "seeks, builds and holds" audiences.

This was the conclusion of Harold Fair, director of NAB's Program Dept. and head of the first annual NAB Program Clinic in Chicago last week, as he wrapped-up three days of speeches and discussion at the concluding clinic session Wednesday afternoon. In all, 250 broadcasters—75% program directors, with the rest divided among station management, transcription men and allied interests—attended the NAB's first venture into a "shirt-sleeve" clinic. Cottons were the order of the days, with Chicago temperatures soaring into the 90s even on the lakefront at Northwestern U.'s Thorne Hall.

Mr. Fair, who moderated panels each day, stressed the keen competition now facing the program director. In addition to a "slight economic recession," the PD is competing with more stations (twice as many AMs than five years ago) and TV. Three tools he must use are a knowledge of audiences and program resources and a "fine understanding of his own limitations and abilities and those of his staff."

These themes were stressed by all of the panelists, and program men voiced their consciousness of a tightening economy and more competition in questions from the floor. Apathetic to many of the panels, station men appeared most interested in how to sell local shows nationally, promotion, rural programming, discussion of the recent FCC Mayflower decision and the explanation of music copyrights. Answers were beamed to problems of a small station program director, typical of the attendance.

Lewis H. Avery, president of Avery-Knodel representative firm, answered why most national representatives do not sell local shows, saying that such programs are designed for local listening only and the representative "all too often" has a limited knowledge of the feature's content and aims. He recommended complete presentations on each show, including transcriptions.

Importance of appraising the product and adapting the program to the consumer attitude was stressed by Sylvester L. (Pat) Weaver, vice president and director of radio and TV at Young & Rubicam, New York. "Radio is the number one medium of 1949 because of the number of sets, huge audiences and its operation as an enjoyable pastime." He warned, however, that this will not be true after the penetration of TV.

Most of those attending—representing small stations in rural or semi-rural areas—adapted to their own localities the promotion advice of Lee Little, general manager of KTUC Tucson, and the farm program ideas of Arthur C. Page, farm editor of WLS Chicago, and Charles C. Worcester, farm service director, WMT Cedar Rapids, Iowa. Mr. Little, discussing his extensive yet inexpensive promotion campaigns; outlined rules he has found practicable—the simpler the idea the better—invite cooperation and ideas from all staffers and consider each suggestion; cooperate closely with the sales staff, as planned promotion can be used as a local sales method.

Mr. Page listed suggestions for broadcasters hoping to attract a loyal rural audience—give sound, accurate and timely information on weather reports and forecasts, "which are subjects which are vital cash problems, not just conversational material"; market reports depend on adherence to a strict time schedule; interpretation supersedes showmanship and rhetoric; weld the station into the community, with active participation in civic enterpirses; interpret rural terms for city listeners; give the farm chief a budget and the time and means to travel.

Mr. Worcester, highlighting Mr. Page's points, termed the most effective feature in attracting a rural audience to be interviewing the farmers themselves.

Discuss FCC Rules

FCC rulings and their practical application brought the most questions from the floor during the three days. Implications of the recent Mayflower case were outlined by Don Petty, NAB general counsel, in discussing controversial issues. Reminding his audience that station officials made certain promises to the FCC at the time of application, Mr. Petty warned them to remember what they said they would do and the techniques they would employ. "If, in the meantime, you have found it expedient to do otherwise, write the FCC to explain the situation and show your good faith." His constant suggestion was that station men get a written legal opinion whenever in doubt and keep it on file in case of later investigation by the FCC.

His suggestions for day-to-day operations — (1) distinguish between controversial issues and political broadcasts (latter are controlled by separate FCC ruling); (2) keep faith with the audience at all times, but don't cut cost corners and lose the professional approach; (3) create an audience for controversial issues; (4) explain to seekers of time that the right of free speech is not limited by the government but is by the station, because the station has legal responsibility for what it airs; (5) a political speech can not be censored if it is libelous, but controversial issue matter can be censored, deleted and controlled; (6) a controversial issue can be used in commercial shows; (7) 75% of applicants for time back down if the stations

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THIS BMI model library, in mobile form, was made especially for exhibiting at the NAB Program Directors Clinic in Chicago, but BMI plans to use it extensively at other meetings. It represents a cross-section of the BMI model library in New York. The two ends close in to make a compact shipping unit. Miniature items, made to scale, represent classophone jackets for filing records, turntable, typewriter, Wheeldex for filing music titles, records, sheet music and other pertinent data for librarians.

Mr. BARNETT

* * *

LEVER PROMOTES

Barnett Heads Advertising

FOUR promotions and the creation of a planning committee, in a realignment of the executive organization of Lever Bros. Co., Cambridge, was announced last Thursday by Charles Luckman, president.

The promotions include: James A. Barnett, vice president and general manager of the Pepsodent Division of the company in Chicago, named vice president in charge of advertising for Lever Bros. Co.; William H. Burkhart, who has been director of manufacture, promoted to vice president in charge of manufacturing and traffic; Dr. Theodore H. Rider, formerly associate director of research, becomes director of research; John W. Bodman, who has been director of research, appointed to a newly-created position of chief development consultant, to work on long-range product and process development.

The planning committee, which will assume responsibility for a long range planning and which will also be given special assignments by the president, is composed of the following three vice presidents: Robert F. Elder, Arthur P. MacIntyre and Alexander B. Stewart.

"These promotions and developments," Mr. Luckman said, "are designed to better gear our executive organization to the needs created by the rapid growth of our soap and edibles business and our recent expansion into many new fields."

Freelance Approval

FREELANCE radio writers' first contract with agencies, sponsors and independent package producers has now been unanimously approved by the Radio Writers Guild council, its New York and Hollywood locals and probably will be approved this week by its midwest branch in Chicago [BROADCASTING, June 27].

AAW MEETING

Radio, TV Receive Wide Coverage

RADIO is doing a big job in developing tourist travel to and throughout the West. It can do a bigger and better job.

This was the theme of a talk by Lindsey Spight, vice president of John Blair & Co., San Francisco, before the 1949 convention of the Advertising Assn. of the West at Vancouver, B. C., last Tuesday.

Mr. Spight, who also is chairman of San Francisco council of the National Radio Station Representatives, headed the radio department at the AAW convention. His talk was presented on Media Day of the four-day meeting. The general subject of western travel was selected for the day.

The travel and tourist business, like every other business on the North American continent, is competitive, Mr. Spight said. It is competitive between cities, between states, between areas and even between nations.

He summarized radio's place in this competition:

"1—Travel income is the West's third greatest source of wealth —our third most important industry.

"2—Travel and vacation business is local, regional, national and even international. Commercial radio, encompassing everything from a single spot announcement to a transcontinental broadcast is sufficiently flexible so that it can be geared to any particular problem involved.

"3—The greatest volume of tourist business originates from regional sources about 1,500 miles the average distance driven by families on automobile tours.

"4—Radio, with its dozens of commercial and sustaining broadcasts from the Pacific Coast to the nation, weekly is contributing major and unique editorial support to the cause of western travel.

"5—Radio should be used more extensively in promoting self-liquidating illustrated literature.

"6—The areas for possible cooperation in the use of national media on the part of all of our western travel agencies should be further explored, so that we present a united front to our prospects in the East and keep our competitive selling here at home."

Mr. Spight presented his talk on behalf of the entire radio departmental committee. The committee included:

Robert J. McAndrews, managing director of the Southern California Broadcasters Assn.; Walter G. Tolleson, assistant sales manager of NBC Western Division; Frank Samuels, vice president and Western Division manager of ABC; Hugh Feltis, manager, KING Seattle; Ward Ingrim, vice president and director of advertising for Mutual-Don Lee; Loren B. Stone, general manager, KIRO Seattle.

Video presentation was in the form of a 30 minute film which explained TV's advantage over other media in stimulating travel in the West. A joint project of six Southern California television stations (KTTV KLAC KNBH KTLA KTSL KFI-TV) presentation was handled by Haan J. Tyler, manager of KFI-TV and first vice president of Los Angles Ad Club. He replaced William B. Ryan, general manager of KFI and KFI-TV, originally scheduled to make the presentation, who was unable to participate because of pressure of business.

Film shows how travel organizations can use TV to reach the estimated 2,500,000 TV families (Jan. 1, 1950, figures), in 22 major marketing areas, which represent 40% of the nation's potential retail sales.

After reviewing television's advantages to advertisers selling "scenery," presentation makes specific proposals for budgets of $65,000 to $210,000. Proposals include use of film commercials with machinery set up to produce and handle local inquiries as they result.

Developed from ideas submitted by Los Angeles area stations, the 30-minute film was written by Kevin Sweeney, sales manager of KFI-TV, and Harry McMahan, president of Five Star Productions. Latter firm also produced the film presentation.

Drawn for BROADCASTING by Sid Hix

"Finchley isn't putting his heart in those food commercials since his doctor put him on a diet."

NEW officers of Oklahoma City Advertising Club discuss plans for convention. L to r: W. R. Baker, first vice president; Tom L. Gibson Jr., president, and Bert Horner, second vice president.

* * *

SOUTHWEST AFA

Convention Plans Advance

ADVERTISING Federation of America's southwest (10th) district meeting will be held at the Biltmore Hotel, Oklahoma City, Sept. 18-20, Webster L. Benham Jr., KOMA Oklahoma City executive, has announced.

Mr. Benham, immediate past president of the Oklahoma City Advertising Club, has been named to spearhead arrangements for the convention.

Working with him on the plans are the club's new officers—Tom L. Gibson Jr., Oklahoma Gas and Electric Co. executive, president; W. R. Baker, Central Sales Promotion official, first vice president; Bert Horner, owner-manager of a direct mail firm, second vice president, and Art Fuller, advertising manager of the weekly *Oklahoma City Advertiser*, treasurer—and Warren Tresch, Sears Roebuck advertising manager.

The new Oklahoma City Advertising Club officers took over their duties late last month. New board members assuming their posts in June were: Col. H. Nelson, publisher of *This Week* magazine; Don Snyder, Southwestern Engraving Co., and George Summy Jr., insurance man. Polly Prindle, public relations counselor, was appointed publicity chairman of the club for the coming year.

XUM

FCC AD PROPOSAL

Opposed by Industry

GENERAL opposition was expressed by industry representatives last Monday in oral argument before FCC on the Commission's proposal to require local advertising of virtually all broadcast applications and to establish cut-off dates for competitive bids.

The advertising principle was opposed as unnecessary by all those arguing while mixed opinion was expressed regarding the cut-off plan. Most felt that the cut-off plan as proposed would slow down the Commission's processing of applications rather than speed it up and help to cut away the backlog.

Under its proposal the Commission would require AM, FM and TV applicants to advertise locally their new station requests or their bids to change existing facilities. Chief purpose of the plan was said to be to advise listeners of changes in radio service and encourage their comment or criticism [BROADCASTING, May 9, Feb. 28]. FCC would establish the cut-off date for filing of competitive bids at 90 days after filing of the initial application or any amendment.

In separate action the Commission already has repealed the Avco rule on station transfers which called for advertisement of sales so as to allow the filing of competitive bids to purchase [BROADCASTING, June 13]. Although suggesting to repeal the competitive bid aspect on sales, now moot, the proposed rules changes still would require the advertising of transfer applications.

Guilford Jameson, president of the Federal Communications Bar Assn., opposed both the 90-day cut-off rule for mutually exclusive applications and the advertising requirement. He explained that the "chain reaction" which could result under the 90-day cut-off plan, whereby successive applications would conflict with each earlier filed request, would hold up Commission for indefinite periods.

He suggested instead that the Commission postpone any cut-off date for competitive applications until the time it is ready to process the application on file. Such a policy would be more in line with the Supreme Court's view that FCC should have no priority system of consideration but that all bids be reviewed on an equal basis to determine the most meritorious, Mr. Jameson said.

Such a policy would enable the Commission to begin action in comparative cases in about 30 days under normal conditions and would help speed up processing, the FCBA spokesman indicated. He also urged that the term "conflicting" be used instead of "mutually exclusive" to describe bids for similar facilities which would cause one another objectionable interference if both were approved.

Mr. Jameson objected to the advertising plan as unnecessary and burdensome. He said that such an invitation for public comment would result inevitably in "encouraging the negative side of criticism, too often by irresponsible persons in the hope that they may thereby gain some notoriety or cheap publicity to give them a momentary lift from their oblivion." Personal grudges also would give rise to adverse comments, he said.

FCC has sufficient investigatory powers to determine an applicant's qualifications, Mr. Jameson pointed out, and when something is really wrong the FCC usually receives comment on it.

Richard Jenks, NAB counsel, commended the Commission on its repeal of the Avco rule and urged that FCC separate its 90-day cut-off plan from the advertising proposal. He said the cut-off principle was good but urged that a more flexible method be adopted as suggested by Mr. Jameson.

'Vigorously Opposed'

Mr. Jenks, however, said NAB was "vigorously opposed" to the advertising plan. He said it would be "burdensome additional red tape in an industry already over red-taped." He pointed out that the station owner already has been approved by the Commission and he is daily subject to public approval or censure in his operation. His business depends upon public approval, he indicated.

Mr. Jenks further pointed out that the advertising requirement places radio broadcasting one step further toward being considered a common carrier in the public eye. He also indicated that even the courts more and more are declaring that public advertising, used in the real property and public utility fields, has proved archaic and seldom of any value. Complaints received spontaneously at FCC are of far more value, he said, than any comments which could result from public invitation.

Vernon L. Wilkinson, representing a group of five stations, indicated there were doubts about the legality of the advertising plan for the broadcast field. He also said that if it were to be required that three, instead of six, notices should be sufficient publication as in other fields. He further held that the notices would draw many "crackpot" complaints and that FCC would be required to maintain a large staff of investigators and travel budget to run down the facts.

Mr. Wilkinson also opposed the FCC proposal that a copy of any new application be available locally as well as in Washington. He said this would deter many well qualified citizens from going into radio because their personal income

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CUT-RATE RADIO

New PI Deals Appear

NEW EFFORTS to entice stations into selling below card rates have appeared in the last fortnight, according to NAB's Broadcast Advertising Bureau.

"These are new examples of operators attempting to frighten stations with an inference that business is going to be bad, and thus induce them to handle business at less than published rates," according to Maurice B. Mitchell, BAB director.

He said BAB rigidly opposes per inquiry and time-chisel projects. "If these new efforts are successful," he continued, "look for another landslide of customer complaints and other PI nuisances."

Stations Sorry Now

Mr. Mitchell said that a number of major stations that recently started accepting PI business now are sorry and wish they could get out of it.

BAB received a number of complaints last week from NAB member stations about activities of Direct Radio Sales Inc., 521 Fifth Ave., New York. They were approached by Donald Withycomb, president, with a letter explaining the company "was formed for the express purpose of obtaining qualified merchandise for radio stations who desire to convert non-productive periods in their program schedules into revenue producing periods. . . .

"It is generally believed that with the advent of FM radio and the extraordinary potential of television the AM radio stations may shortly be pressed to obtain their normal share of the advertising dollar formerly allocated exclusively to AM stations.

"Since the war hundreds of new AM and FM stations have been licensed to operate in areas where program service was formerly supplied by a limited number of AM stations. If all of the AM stations are to realize a net operating profit, some new revenue producing sales activity must be developed to meet the ever increasing competition."

Explaining that new businesses have been set up in recent years, Mr. Withycomb wrote that with the aid of older concerns Direct Radio Sales can "offer quality merchandise to the radio stations for sale to the public." Post-card or letter orders would be submitted by stations each day to Direct Radio Sales, which would send them to the manufacturer who then would package and mail COD to the buyer. Profit to stations should be 30%, free of discounts, and products would be identical to samples, it is stated.

The letter says agreements are being completed with stations in a hundred markets. Mr. Withycomb at one time was NBC station relations director and later manager of WFIL Philadelphia and active in other radio interests.

Another direct mail project has been submitted to stations by National Research Bureau Inc., 415 N. Dearborn St., Chicago. V. Plesscher, research director, said the firm is "making a sincere effort to determine what radio stations in the northern states are advertising successfully for mail order business."

The firm asks stations to list successful mail order items and wants to know if they will accept PI business on a basis of 33⅓% of the selling price. The letter offers to make available the results of its survey.

Refusal to carry free of charge a transcribed series of Labor's

(Continued on page 45)

PHOTOGRAPHER found this group in a happy mood at spot radio clinic held at the Biltmore Hotel in New York under sponsorship of the National Assn. of Radio Station Representatives. L to r: F. Edward Spencer Jr., New York manager of George P. Hollingbery Co., station representative, and NARSR secretary; R. Stewart Boyd, advertising manager, National Biscuit Co.; Thomas Campbell, The Branham Co., station representative, and C. A. Snyder, advertising director, Bulova Watch Co.

RESEARCH FIRMS

Larger Operations Explained

By ROBERT LUCE

TWO DIVERGENT methods are the bases of the most frequently discussed measurements of national audiences. They are the Nielsen and the Hooper methods.

As everyone who's been in radio for more than a month knows, the Hooper rating is primarily a telephone survey, while the Nielsen method uses an electrical device known as an audimeter, which records dial twisting habits of the sample homes surveyed.

The claims and counter claims that have been made by these two competing services since they were established have only recently been intensified by the advent of television. It's a whole new field for argument—and the going has been hot and heavy since the first TV ratings were issued in the New York area.

Exactly what are these services, what measurements are provided, and how? Here, in their own words, are the answers.

C. E. Hooper Inc.

The following measurements are contained in the reports of the C. E. Hooper organization. Sets-in-use, program ratings, total audience, sponsor identification, use of sponsored product in listener compared with non-listener homes, program preferences, composition of audience, and popularity of program by program type.

The Hooper program rating (Hooperatings) is based upon "total homes in sample, and is the percentage of total homes listening to the specific program, network or station reported." Several types of Hooperatings are issued: Program Hooperatings for sponsored network programs surveyed in 36 cities with four-network service, a sectional breakdown of these data, and a Pacific Coast program Hooperating based on a sample of homes in six Pacific Coast cities with four-network service.

There are also City Hooperatings in about 100 cities on a per station basis, and U. S. Hooperatings by city, town and rural cross section with projection of these figures to total U. S. radio homes.

Although the telephone is Hooper's best employe, some mail ballots are used for area coverage indices, and a home diary sample is used to project the telephone measurements. The telephone sample is a random sample of non-toll telephone listings in each city. For the Program Hooperatings which are made 24 times a year the total sample in an hour program is 2,940 calls, and in the case of a 15-minute show which runs five times a week, 3,675. For the U. S. Hooperatings which are made twice a year, the sample for an hour show is 14,814; for the same 15-minute, five-times-a-week show, the sample on these National Hooperatings is 17,739 homes.

This sample is projectable to total U. S. homes, and breakdowns are made according to sex, age groups, income, occupation, marital status, number of radio and/or TV sets, set location, size of family, geographic, city size and urban-rural divisions.

Sets-in-use measurement, Program Hooperatings, sponsor identification, talent popularity and program preference measurements are done on a continuing basis. Total audience, effectiveness of commercials, audience flow and product sales related to program rating are available semi-annually. Pre-tests of programs are available on order.

Hooper's TV research is conducted with the same methods as AM research, and provides measurements as follows: Program ratings, sets-in-use, share of audience, available homes, sponsor identification, audience composition, homes with radio sets-in-use, homes with TV sets in use.

TV Hooperatings in New York are available every month, TV Network Hooperatings are made in 31 cities every month. City Hooperatings for New York, Chicago, Los Angeles are published monthly, and three times a year for Philadelphia and Washington.

Hooper's TV sample is a minimum of 600 calls per hour, and the network TV ratings are based upon 6,480 telephone homes per hour in all 31 cities combined.

FM measurement is included in City AM Hooperatings where AM programs are duplicated on FM—or where an independent FM station has 1% or more of the listening audience.

Hooper will do special jobs for clients — including telegraphic reports of regular or special interviewing, special surveys in non-Hooper cities, five-minute breakdowns of listeners or lookers, and special age breakdowns.

Offices of the organization are located at 10 E. 40th St., New York; branch offices and their managers are: Dorothy Behrens, Dry Hill, Norwalk, Conn.; Ruth Colcord, 230 N. Michigan Blvd., Chicago, and Jack O'Mara, Equitable Bldg., Hollywood, Calif.

A. C. Nielsen Co.

Using the audimeter, the A. C. Nielsen Co. samples radio listening in 1,500 homes. The data thus collected on a tape by automatic recording are then translated into the following measurements:

Homes using radio, program ratings, station coverage, homes per dollar, total audience, audience flow, effectiveness of commercials, talent popularity, program preferences, product sales related to program rating, network audience, unaffiliated stations audience, commercial audience, minute by minute audience, cumulative audience, audience turnover, frequency of listening, audience for spots, for non-network shows, for network sustaining programs, station area data, and Pacific network ratings.

Nielsen's program rating is defined as "audience during all or any part of the program (except for homes listening one to five minutes) in percentage of all Nielsen homes. For five minute programs, "average audience" (audience during an average minute) is used.

All of the above measurements are continuing measurements, although the Nielsen weekly ratings report contains only figures on network audience, a program rating, the average audience and the total audience. These are national ratings.

Nielsen's sample is selected by "area sampling," and contains breakdowns by age groups, income, educational levels, city size, including metropolitan, medium sized cities, small town, rural; occupational classifications; breakdowns of numbers of children and by age of child audience.

Television research by Mr. Nielsen is done in exactly the same manner as his radio research, and includes such measurements as total audience, homes using TV, share of audience, average audience per program, weekly cumulative audience, and other special reports. Presently TV ratings are issued for New York only. Other cities will follow. Nielsen has announced no plans for national TV ratings.

FM measurements are included in audimeter's records, but nothing is published by Nielsen on these results.

Nielsen issues a weekly report of Nielsen ratings, and a monthly complete report which contains more detailed measurements for the month as a whole.

The Nielsen organization issues additional research information such as the Nielsen Food Index, Drug Index, Consumer Index, etc. Offices are located at 2101 Howard St., Chicago 45, Ill., and at 500 Fifth Ave., New York.

The Pulse

Program ratings on a six-city basis are provided by The Pulse Inc., which uses a third method—personal interview — exclusively. Its reports provide sets-in-use and program ratings. Upon request of clients, The Pulse Inc. will also report total audience, sponsor identification, audience flow, effectiveness of commercials, program preferences, and product sales related to program rating.

The Pulse program rating is in terms of the percent of total homes listening, by 15 minute periods, by programs and by stations.

The surveys are done on a block basis in proportion to the population, and later the data are broken down by sex, ages, income, educational level, telephone and non-telephone homes, and by type of dwelling. The six metropolitan areas covered by these reports are New York, Boston, Chicago, Cincinnati, Philadelphia and Northern New Jersey.

These reports are issued on a

(Continued on page 41)

THIS IS the last of three articles dealing with radio and television research organizations. It includes description of the work of Hooper, Nielsen, The Pulse, Schwerin Research, and BMB. Parts one and two of this series appeared in BROADCASTING, June 6, 13.

HOST at a recent Hotel Biltmore luncheon in New York was McKesson & Robbins, a participating sponsor on WCBS New York's Jack Sterling program for its product, Tartan. L to r: William Robinson, sales director, McKesson & Robbins; Jack Bissell, account executive, Benton & Bowles, agency handling account; Bob Kane, B & B publicity department; Mr. Sterling; Cindy Cameron, the Tartan Girl; Leon Danco, M & R project manager for the product; Junior Standish, the Tartan Girl; Lue Stearns, WCBS acct. exec.; Jerry Lubarsky, asst. to Mr. Danco.

CBS MERGES

News, Public Affairs

CBS last week lumped its news and public affairs operations for both television and radio under a single command, a move not only aimed to integrate all fact and opinion broadcasts but also to effect some operational economies.

In a general reorganization, Edmund Chester, until now director of new, special events and sports for CBS-TV, was appointed director of CBS News, with responsibilities for both radio and television broadcasts of news and special events.

Wells Church, present director of news broadcasts, will become editor-in-chief, reporting to Mr. Chester. Mr. Church will work in both radio and television. A CBS announcement said that the foreign staff of CBS News "remain intact, with the exception of one assignment which is to be eliminated." It was understood, although not confirmed, that one overseas reporter had been eliminated.

Two news writers also were released (see story this page).

In the public affairs department of the network several executives were given new titles and new responsibilities for both radio and television.

Lyman Bryson, counselor on public affairs, will take on additional duties as director, division of discussion. Robert Hudson, now director of education and opinion broadcasts, becomes assistant director of the division of discussion.

Werher Michel, chief of the CBS documentary unit, will be given responsibilities for both radio and television broadcasts in this field. Red Barber, director of sports, will extend his supervision over sports on both radio and television.

Robert Bendick becomes director of special events for AM and TV, and Lee Bland becomes assistant director of special events.

Theodore F. Koop continues as director of news and public affairs, Washington, with responsibility for both AM and TV broadcasts originating in the capital.

The newly integrated radio-television news, special events and public affairs operations are under the over-all supervision of Davidson Taylor, vice president and director of public affairs.

In announcing the unification of CBS services, Frank Stanton, CBS president, said that "while television adds a new dimension, and new techniques of presentation, to public affairs broadcasts, the ideas, subjects and personalities which public affairs broadcasts deal with are the same for radio and television."

" . . . We have now arranged our operations so as to make available the greatest combined skills and experience at CBS for both media," Mr. Stanton said.

SALE TALK engrosses James D. Russell (l), part owner and former president of WHIR Danville, Ky., and Hugh B. Terry, vice president and general manager of Aladdin Radio & Television Inc.

* * *

BUCKALEW HEADS

San Francisco Radio Sales

EDWIN W. BUCKALEW, for past seven years manager of CBS Western Division stations relations department, was transferred to San Francisco on July 1 and elevated to head of CBS Radio Sales in that city. He replaces Jack Brumback, resigned.

Mr. Buckalew

With CBS since 1937, Mr. Buckalew joined the network as KNX Hollywood promotion manager. Two years later he took over those same duties for Columbia Pacific Network. Prior to joining CBS he was associated with various Pacific Coast advertising agencies.

No replacement will be made in his former station relations post. Those duties are being absorbed by various other network departments in Hollywood.

CBS STAFF CUT

Follows NBC and ABC In Belt Tightening

A HUNDRED and fifty CBS employes were dismissed last week in the latest round of budget-tightening to hit major networks.

The lay-offs at CBS were designed to effect a 10% reduction in operating cost, according to a CBS spokesman. All departments were affected.

The CBS staff in New York, largest office of the network, was the most heavily curtailed. Almost 100 employes were relieved at New York headquarters. The other 50 employes eliminated were located at other points where the network maintains offices or owned and operated stations.

CBS became the third major network to reduce staff within the past two months. NBC has already fired at least 70 employes, mainly in Chicago, New York and Hollywood, and ABC has let at least 60 go.

At the time of the NBC lay-offs, it was learned that the network hoped to cut its budget by $1 million. ABC is known to be undertaking at least a 10% reduction in operating costs.

All three networks which thus far have pared their staffs have called the budget slashes a necessary correlative to television.

Of the nearly 100 CBS staff members dismissed in New York, 67 were general office help, 20 were engineers, two were news writers and 10 were associate directors—six in AM and four in TV. The four associate directors of television reportedly were told theirs was a six-week lay-off due to reduction of summer television programming.

Some of the other lay-offs were described as temporary, although it was understood that few of the staffers involved were given definite promises of re-employment.

The elimination of the two news writers was believed to have been occasioned by the consolidation of the CBS AM and TV news operations (see story this page).

The news operation unification itself was intended not only to insure closer coordination between radio and television news broadcasts than in the past but also to achieve economies, it was reported.

Among the engineers discharged were several who had been hired as summer replacements or recently taken on as television engineers.

SELF-REGULATION

Miller Stresses Obligations

ADOPTION of self-regulatory standards of practice by the broadcasting industry demonstrates its "mature willingness to accept a responsibility to the American people," NAB President Justin Miller told students at NBC-Northwestern U.'s Summer Radio Institute Tuesday.

Judge Miller was the first of several speakers to address institute students at evening symposiums on general radio subjects as part of a 12-week training course. Speaking on the NAB code, he stressed the obligations of the industry to the public in the use and control of radio communications and in protecting freedom of speech by way of the airwaves. He warned that the only alternative to self-regulation is strict governmental control, and perhaps federal broadcasting.

WNYC NEW YORK

Asks Fulltime, Power Boost

FULLTIME assignment on 830 kc, Class I-A clear channel, was requested last week in petition filed with FCC by WNYC New York, municipally-owned noncommercial station. A hearing is requested on WNYC's proposal that the Commission amend its rules to allow the assignment.

Now assigned 1 kw daytime on 830 kc, WNYC asks power boost to 5 kw daytime and switch to fulltime status with 1 kw power at night. Since 1942 the station has been operating until 10 p.m. (EST) with a directional array under special service authorizations. The current SSA will expire Sept. 2. WCCO Minneapolis is dominant station on 830 kc, assigned 50 kw fulltime.

KVOR PURCHASE

Russell To Pay $101,000

PURCHASE of KVOR Colorado Springs, Col., by James D. Russell, minority stockholder of WHIR Danville, Ky., and his wife for $101,000 was announced last week, subject to the customary FCC approval.

The purchase is from Aladdin Radio & Television Inc., which acquired KVOR along with KLZ and KLZ-FM Denver in a $1 million gross transaction a few months ago from E. K. Gaylord, president of Oklahoma Publishing Co., and Edgar T. Bell of KTSA San Antonio, and members of their families [BROADCASTING, Nov. 1, 1948; March 21].

The $101,000 sales price represents the amount allocated for KVOR in the overall Aladdin-Gaylord-Bell transaction. The station is a CBS outlet on 1300 kc with 1 kw.

Mr. and Mrs. Russell are acquiring it in the name of Voice of the Rockies Inc., of which he owns 75% and she 25%. Now living at Danville, they will move to Colorado Springs upon FCC approval of the transfer. He said he planned to operate the station with existing personnel, with Everett Shupe continuing as general manager. The CBS affiliation, he said, will be retained.

Mr. Russell is retaining his 38% interest in WHIR, of which he formerly was president. The application for FCC consent to transfer of KVOR was filed Friday by the Washington law firm of Pierson & Ball.

Aladdin is headed by Harry E. Huffman, Denver businessman and district manager of the Fox Denver Theatres. With his wife, Mr. Huffman owns 23%. Other Aladdin stockholders include Frank H. Ricketson Jr., president of Fox Inter-Mountain Theatres; J. Elroy McCaw, who is identified with ownership of KELA Centralia, Wash., KPOA Honolulu and KYAK Yakima, Wash.; Theodore R. Gamble, West Coast theatre operator; Albert J. Gould, Denver attorney, and Hugh B. Terry, who is executive vice president and general manager of the company.

RACE RESULTS

BY LARRY CHRISTOPHER

MODIFICATION of its horse race programming—to conform with local police recommendations—was reported in effect last week by WTUX Wilmington, Del., in an effort to win renewal of license from FCC.

The announcement was made by Gordon K. MacIntosh, co-owner and president of WTUX, who testified Wednesday before FCC Hearing Examiner Jack P. Blume at further hearing in Washington in the Commission's investigation of police charges that the programs have aided illegal gambling [BROADCASTING, June 20]. WTUX is assigned 500 w day on 1290 kc.

Mr. MacIntosh stated that changes in the format of WTUX's *1290 Sports Parade*, all-afternoon show, were made since the recess of hearing held in Wilmington in late May. Airing of winners and pari-mutuels are now delayed until after the succeeding race has run, he said, and data on scratches, post time and track conditions have been eliminated except where used in summary after all races are run.

Plans for expansion of educational programs and forums on local controversial issues also were given by Mr. MacIntosh.

The WTUX case has aroused industry interest in that the proceeding has brought directly to the Commission's attention that its policy decision in the WWDC Washington case may have been cast in doubt and that a stiffer ruling of general application to all stations may ensue. Speculation also developed that FCC might withhold action on applications of stations having similar programs until the policy question is settled.

WWDC Findings

In granting renewal to WWDC after surveying its race shows, the Commission favorably found among other things that the announcement of winners was delayed 10 to 15 minutes [BROADCASTING, Feb. 2, 9, 1948]. But police authorities testifying in the WTUX case informed FCC that delays of even 30 minutes or more could still aid illegal bookmakers and that the delay, to be effective, must be until after the successive race is run.

Observers believe, however, that the Commission's decision will be a difficult one, particularly with respect to WTUX, in view of the conflicting testimony of about a dozen of more than a score of local persons subpoenaed by FCC—who purportedly were or had been engaged in bookmaking. Of those who testified, about one-half indicated they were not interested in radio horse-race shows. The other half reflected mixed opinion, ranging from only slight interest to one comment that without radio the witness would "go out of business."

Most of those who said they used radio, however, said WTUX was a poor source of information and that certain out-of-town stations gave results faster plus more helpful additional information.

MacIntosh Testifies

At the Wednesday hearing, after which the examiner closed the record in the case, Mr. MacIntosh reaffirmed his earlier statements that he had always considered the programs good because there was widespread local interest in racing. He said he had never felt they were wrong, but that after sitting through the earlier phase of the proceeding and hearing that "radio could be used by certain people for illegal activities," he ordered the modifications.

Mr. MacIntosh said the modifications were in line with the recommendations made by Capt. Harry W. Towers of the police force, a key witness because of his long experience with the local bookie problem. WTUX officers and police officials discussed the changes at a conference in late May, he said. Details of this meeting were brought out during the hearing at that time.

When questioned about future policy regarding the *1290 Sports Parade*, Mr. MacIntosh stated the format of the program, as modified, would be continued until "a ruling is received from FCC as to what can be done." He pointed out that the program now has almost "eliminated" horse racing.

The WTUX manager affirmed that the station would abide by whatever ruling or regulation the Commission might issue on race programs.

Notified Armstrong

Mr. MacIntosh testified that WTUX has advised Armstrong Daily Sports Inc., New York, sponsor of the *1290 Sports Parade* and racing paper publisher, that the changes in format have been made. These changes also included elimination of the use of the Armstrong number in lieu of the universal post number of entries. He said no reply from the sponsor has been received.

The Armstrong contract, for 52 weeks at $25 per day, was negotiated just prior to the complaint by Superintendent Kavanaugh. According to earlier testimony, the contract called for use of the Armstrong number.

WTUX Modifies Format

WMIE

Ownership Investigation Underway

INVESTIGATION of present and proposed ownership of WMIE Miami, Fla., was begun by FCC last week in Miami before Hearing Examiner Leo J. Resnick and then recessed indefinitely.

Inquiry is being made by the Commission upon the qualifications of Arthur B. McBride and Daniel Sherby to be controlling stockholders in the station. The case centers upon WMIE's application for consent to assignment of permit from Lincoln Operating Co., theatre management firm, to Sun Coast Broadcasting Co., controlled by Messrs. McBride and Sherby. Under the assignment, Lincoln Operating would cease trusteeship functions and Sun Coast would acquire direct ownership and control of WMIE [BROADCASTING, June 27].

The hearing was ordered by the Commission simultaneously with its revocation of the permit of WTVJ(TV) Miami on grounds of ownership and financial misrepresentation [BROADCASTING, Aug. 2, 1948]. WTVJ since has won an initial decision favoring setting aside of the revocation and also to grant transfer of control to Wolfson-Meyer Theatre Enterprises Inc. [BROADCASTING, Jan. 10]. Wolfson-Meyer is 46% owner of Lincoln Operating, which in turn holds 10% of Sun Coast.

WMIE is assigned 10 kw day, 5 kw night on 1140 kc.

Most of the hearing last week, held Monday and Tuesday, was devoted to testimony by Daniel P. Sullivan, operating director of the Greater Miami Crime Commission who was questioned by A. Harry Becker, FCC counsel. Mr. Sullivan on cross examination by Paul M. Segal, WMIE counsel, said he had been told that Mr. McBride at one time was owner of Continental Press, national racing wire facility. He transferred ownership to his 18-year old son Edward in 1943, Mr. Sullivan alleged.

Mr. Sullivan asked that the income tax records of Continental Press be subpoenaed to determine if either Mr. McBride or Mr. Sherby is connected with it. Examiner Resnick and FCC counsel, A. Harry Becker, suggested the request be made to the Commission.

On cross-examination by WMIE counsel, Paul M. Segal, the crime commissioner indicated his information about Mr. McBride was second-hand and that he had no personal knowledge on the matter. Mr. Segal later moved to strike the entire testimony by Mr. Sullivan but no action has been taken yet on the motion.

At another point, Mr. Segal queried Mr. Sullivan about his prior employment and was told by the witness that he had investigated crime conditions for a group of businessmen. Asked if these businessmen were known as the "secret six", Mr. Sullivan said the work was "semi-secret" because some members did not want their identities revealed.

To Mr. Segal's query whether the "secret six" included Frank Katzentine of WKAT Miami Beach, John S. Knight of *The Miami Herald* (WQAM) and D. J. Mahoney of the *Miami Daily News* (WIOD)—"direct competitors of WMIE," Mr. Sullivan said he could not answer.

Col. J. R. Younger, president of the Crime Commission, testified that his organization had been unjustly ridiculed on WMIE programs presented by Barry Gray, disc jockey who included comments on local and national events during his broadcasts from the local Five O'Clock Club. He was unable to identify the occasions.

Mr. Gray testified that all opinions he expressed on his show were his own and did not reflect WMIE policy. He is an independent contractor and not a WMIE staff member, FCC was told.

Robert G. Venn, WMIE vice president and general manager, affirmed that Mr. Gray's programs did not reflect station policy and that the opinions expressed were solely those of the commentator.

FCC ACTIONS

FINAL DECISIONS to grant four new AM stations, two Class B FM outlets and improved facilities for three existing AM stations were reported by FCC last week. Regular grants for three new AM stations, one Class B FM station, three noncommercial educational FM outlets and improved facilities for three AM stations were also announced. Transfer grants were made to two stations. Two FM permits and one AM license were deleted. Details of these Commission actions are carried in FCC Roundup on page 67.

GATES CO. STAFF

Adds Two, Promotes One

ADDITION of two new engineers and the promotion of a third for Gates Radio Co., Quincy, Ill., have been announced by Fred Grimwood, Gates vice president. Robert Kuhl, former head of the broadcast equipment manufacturing firm's order service department, has been promoted to field sales engineer for Arkansas, Mississippi, Louisiana and western Tennessee with headquarters in Memphis.

Ralph Palmisano has joined Gates, effective July 1, as field sales engineer for Georgia, South Carolina, Florida, Alabama and eastern Tennessee. He will headquarter in Tampa, Fla. John Chavez, formerly with the office of the late John Barron of Washington, D. C., has been appointed Gates field engineer for Mexico with offices in El Paso and Mexico City. Mr. Palmisano goes to Gates from the RCA Atlanta branch. He had previously worked with Gates in 1945 and 1946.

STEVENS NAMED

To American Tobacco Post

ALBERT R. STEVENS, director since 1946 of advertising and sales promotion for National Dairy Products Corp., was last Thursday appointed advertising manager of the American Tobacco Co., New York, Vincent Riggio, president, announced.

Mr. Stevens, who assumes his new post Aug. 15, was advertising manager of Rieck-McJunkin Dairy Co., Pittsburgh, from 1935 to 1941, transferring to the post of sales promotion and advertising manager of Sheffield Farms Co., New York. In 1942 he became Sheffield's retail sales manager and two years later was made sales manager of National Dairy where he remained until 1946.

Active on the dairy industry's public relations and advertising committee, Mr. Stevens is also coordinator of the Advertising Council's CARE campaign.

NEW LABOR LAW

Chances for Passage Slight

CHANCES that a new labor law will be enacted at this session of Congress were considered slight last week after the Senate, considering an Administration bill to repeal the Taft-Hartley Law, passed a substitute containing most of the Taft-Hartley provisions.

The substitute would retain the present law's controls on union welfare funds but with a modification requiring approval of such funds by the Secretary of Labor [BROADCASTING, June 27]. The ban on nearly all secondary boycotts would be retained.

The substitute bill, offered by Sen. Robert A. Taft (R-Ohio), was adopted Thursday on a 51-42 vote and now goes to the House. President Truman said the fight to repeal Taft-Hartley at this session would be continued, but the Senate action was seen as virtually eliminating the chance of Congressional agreement on a labor measure satisfactory to the Administration before adjournment.

LAZARSFELD

Promoted at Columbia U.

DR. PAUL F. LAZARSFELD, director of Columbia U.'s Bureau of Applied Social Research and researcher in radio listening, has been named chairman of the school's Dept. of Sociology in the graduate faculties. He will continue with the Research Bureau as associate director.

Dr. Kingley Davis, associate professor of sociology, has been named to Dr. Lazarsfeld's former post. Also serving as associate director will be Dr. Robert K. Merton, professor of sociology, with bureau staff member Charles Y. Glock appointed to assistant director.

WEBSTER

Hearing Set Wednesday; Term Already Expired

PLANS for a hearing Wednesday on the renomination of FCC Comr. E. M. Webster were announced by the Senate Interstate and Foreign Commerce Committee last Thursday, coincident with the expiration of his term.

The announcement stimulated hope for prompt Senate action permitting an early return to full strength on the Commission. With two members on foreign assignments, FCC is operating with a bare quorum since Comr. Webster's term ended.

His renomination, for a full seven-year term, has been before the Senate group since early May. There was little apparent doubt that he would get committee approval, which generally is tantamount to Senate confirmation.

The nominee himself is the only witness scheduled thus far. The committee did not plan to summon others, and spokesmen said there had been no requests for time or indications that any would be forthcoming.

Decision to hold a hearing, which is not mandatory, was attributed to a desire on the part of some Senators to "ask some questions." While the nature of these questions was not formally indicated, it was generally believed they will elicit Mr. Webster's views on broad policy matters. Committee Chairman Edwin C. Johnson (D-Col.) in particular has evidenced keen interest in the Commission's activities and approach to policy questions.

FCC's recent mobile service allocations, in whose formulation Comr. Webster played a large part, also may be brought into the questioning since they reportedly created dissatisfaction in some Capitol Hill quarters.

Authorities reported several weeks ago that some Senators who are not members of the commerce committee had indicated a desire to take part in the hearings. But it was not known late last week whether they will do so.

Announcement that the hearing date had been set produced obvious satisfaction within the Commission, where it had been feared that his services would be lost for a long period due to Congressional delay. Against that eventuality, a move had been set on foot to name him chief engineer pending Senate confirmation, so that his work could continue uninterrupted. This proposal apparently was abandoned when the Committee called for hearings this week. The time is 2:30 p.m. Wednesday.

Without Senate confirmation Comr. Webster cannot serve unless the Senate adjourns without acting, in which case he could be given a recess appointment subject to confirmation when Congress reconvenes.

Comr. Webster was first named to the FCC on March 7, 1947, to serve out the unexpired term of former Chairman Paul A. Porter. In his two-year tenure he has been concerned particularly with safety and special service matters, but with an apparently increasing interest in the broadcasting field. With Comr. George E. Sterling, he currently is directing FCC's work on the television problem.

He is a former assistant chief engineer of the Commission, and also has served as director of telecommunications for the National Assn. of American Shipping and as commodore in charge of the U.S. Coast Guard Communications System. He is a native of Washington, D. C., and politically an Independent.

'BALTIMORE GAG'

State's Delay Plea Denied

ATTEMPT by Attorney General Hall Hammond, of Maryland, to obtain postponement of the State Supreme Court's order striking out the "Baltimore Gag" section of the city's contempt rule was rejected Thursday by the court. The state had asked the court to delay its order, to be issued July 9, so an appeal could be taken to the U. S. Supreme Court.

The court had reversed a city judge's decision upholding citation of four Baltimore stations and a commentator for broadcasting official news about an indicted criminal [BROADCASTING, June 13].

J. Purdon Wright, attorney for WCBM Baltimore, protested the state's request for delay on the ground that it is in the nature of a "persecution," and that the city court still has contempt powers in cases where there is clear and present danger to rights of the accused.

VOICE CRITICISM

NAB Tenders Apology

NAB President Justin Miller last week apologized for the statement in an NAB news release that the NAB Advisory Committee on International Broadcasting had recommended removal of international shortwave services, including Voice of America, from the State Dept. The NAB release was made available shortly after 6 p.m. Friday, June 10, based on meetings held June 7-8.

President Miller, answering a protest from William F. Brooks, NBC vice president and a committee member, wrote Mr. Brooks that the release was sent out while he was away from Washington.

Mr. Brooks' protest, dated June 13, said he did not recall such a recommendation nor did two other committee members with whom he had checked. Instead, he wrote, the committee agreed the idea of a government-supported private corporation to handle Voice of America should be re-examined, and that private management methods should prevail along with appropriate government liaison on matters of foreign policy.

Judge Miller conceded the committee's actions had been misrepresented by NAB and said he was sending copies of the correspondence to members of the U. S. Advisory Commission on Information, of which he is a member.

He added, "My understanding is that the committee declined to commit itself upon the question where shortwave broadcasting might best be located in the future and that there was no intention of suggesting at the present time that it should be removed from the Dept. of State.

RENEWAL FORMS

Technical Requirement Added

FCC SERVED NOTICE last week that AM and FM stations whose licenses expire on and after Feb. 1, 1950, must show in their renewal applications that specified equipment performance measurements have been made within the four months before filing of the applications.

The rule actually becomes effective Aug. 1, but in the interest of orderly procedure FCC provided that stations with licenses expiring before Feb. 1 need not show that the measurements have been made. These would not have the full four-month period provided for making measurements, since renewal applications must be filed 60 days ahead of expiration.

Originally the rule was to be effective Aug. 1, 1948, but was delayed for one year because sufficient equipment was not then available. A station may purchase its own equipment or have the measurements made by others, but FCC said it was "desirable for licensees to have the equipment available and to have their own technical personnel make the measurements when it is possible to do so."

The measurements, a form of "preventive maintenance procedure" and required yearly, are not to be submitted to FCC but must be kept available for inspection at the station.

Upcoming

July 18-19: N. C. Assn. of Broadcasters summer meeting, Ocean Terrace Hotel, Wrightsville.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 28-30: CBC Board of Governors meeting, Montreal.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

Reorganize NAB?

(Continued from page 23)

NAB's organization, and 17.8% said independent stations were overemphasized in NAB's structure. Only 8.9% said affiliated stations were dominant, and 7.3% said there was too much emphasis on AM.

As might be expected, the answers to these questions generally were conditioned by the interests of the respondent; i.e., the independents tended to say that affiliates were overemphasized, and the AM-only owners were of the opinion that TV stations received too much emphasis.

NAB's Budget

Financial matters entered the picture with a question on the size of NAB's budget, which now stands at $774,000 per annum. Respondents were given three choices, "too small," "about right" and "excessive." A plurality of station managers indicated they thought the budget about right, but the "excessive" category far outweighed the "too small." Percentage of station managers checking "about right" was 45.3%; percent in the "excessive" category was 35.3%. A small number, 12.9%, felt the budget was too small. Only a handful (6.5%) had no opinion on the matter. (See chart at right).

This breakdown was about the same among members and non-members.

Should NAB Reorganize?

On the question of NAB reorganization, there were some divergencies according to interest of the station managers. Of those with some AM interest, whether in combination with FM or TV, 50.3% said that NAB should divide into FM, AM and TV divisions; 23.9% said it should merge with existing FM and TV organizations, and 15% said it should remain unchanged. Only 10.7% thought it should be confined to AM only. (See Table I.)

Among those with some TV interest—either operating a TV station or having applied for a CP—the feeling was stronger that NAB should divide into AM, FM and TV divisions (60%), or that it should merge with existing TV and FM organization (15%).

FM independents and AM stations with FM affiliates also were in favor of a reorganization of NAB into departmentalized AM, FM, TV divisions by a majority vote (54.8%), or for the merger with TBA or FMA. The vote for the latter course was 25.9%.

There was relatively little sentiment for continuation of NAB under its present organizational structure. In the case of station managers whose sole broadcasting interest was AM, the sentiment was highest 16.6%. An equal percentage of this group felt that NAB should limit its activity to AM matters alone.

Among stations with combined AM-FM operations, only a handful expressed the opinion that NAB should be confined to AM—and a majority of 53.9% felt that the divisional organization plan would work best. Another 26.7% felt that NAB should attempt merger with the FMA and TBA.

Among those with all three interests—AM, FM, TV—the predominant opinion was in favor of the three divisional scheme, with 62.5% of the votes in this category. Another 18.7% were in favor of the merger. Only 12.5% wanted NAB to continue its present structure, and 6.2% were in favor of making NAB an exclusive AM operation.

Represent Cross Section

These opinions were expressed by mail ballot, and represent what the editors felt to be a good cross section of broadcaster sentiment. The sample was divided as follows: 84% of the respondents were NAB members, 16% were non-members. There were 83% affiliated stations, and 17% independent. The regional breakdown was proportionate, except that there was some excess of eastern respondents. About 60% of the stations replying had an AM outlet; about 13% had TV outlets or applications, and 28% had FM outlets.

CO-OP INDEX

BAB Starts Distribution

FIRST of the new sales aids to come from NAB's Broadcast Advertising Bureau appeared at the weekend. It consists of the initial mailing in what will be an extensive and continuing card-index file of manufacturer cooperative plans.

The packet comprises about a dozen cards giving extensive data on co-op campaigns. Priority mailings included stations that supplied tips to NAB in its co-op study. Other member stations will receive their first packet in about a week. About a dozen new cards will be mailed each week.

Maurice B. Mitchell, BAB director, told BROADCASTING that "for the first time the broadcaster has a dealer co-op selling service he can use in contacting stores and distributors." The service will bring millions in fresh money into the market, he added, and provide stations "with new leads for old sponsors and opportunity to bring new dealers and distributors into radio."

BAILEY STORTZ

Succumbs to Auto Injuries

FUNERAL SERVICES for R. Bailey Stortz, 37, former clerk of the Senate Interstate and Foreign Commerce Committee, were held last Tuesday at Forsyth, Mont. A Forsyth attorney and prominent in Montana political affairs, he was fatally injured about midnight June 25 in an automobile accident. His wife, who was Miss Carolyn Jones of Billings before their marriage about six weeks ago, was seriously injured but is expected to recover.

THE QUESTION:

What is your feeling about NAB's budget (now $774,000 per year)? .....

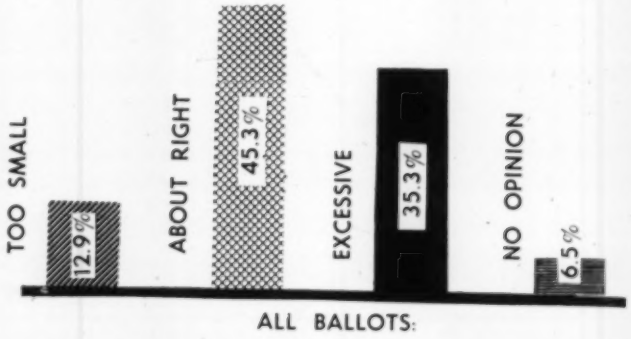


TABLE I

Do you think the NAB organization should:

	Continue Unchanged	Be Divided into AM, FM & TV Divisions	Merge with FMA and TBA	Be Confined to AM
All ballots:	14.8%	50.3%	24.3%	10.6%
Ballots from executives with AM outlets	15.0	50.3	23.9	10.7
Ballots from executives with FM outlets	13.9	54.8	25.9	5.4
Ballots from executives with TV outlets or applications	10.0	65.0	15.0	10.0
Ballots from executives with AM only	16.6	43.1	23.6	16.7
Ballots from executives with AM-FM	14.4	53.9	26.3	5.3
Ballots from executives with AM-FM-TV interests	12.5	62.5	18.7	6.2

TABLE II

Should major networks be associate members of NAB (as now) or active members?

	Associate	Active	No Opinion
All ballots	59.7%	20.6%	19.6%
Among affiliated stations	64.2	22.5	13.2
Among independent stations	57.1	17.8	25.0

Should networks be represented on the NAB Board of Directors?

	Yes	No	No Opinion
All ballots	58.2%	32.9%	8.8%
Affiliates	59.2	33.3	7.5
Independents	52.1	30.4	17.5

If yes, should they be voting or non-voting?

	Voting	Non-Voting
All ballots	46.3%	53.7%
Affiliates	45.0	55.0
Independents	53.0	47.0

TABLE III

Do you think NAB's structure is a fair one, and gives proportionate representation to all segments of broadcasting?

	Yes	No	No Opinion
All ballots	41.3%	41.3%	17.4%
Members	45.1	38.6	16.3
Non-members	16.0	60.0	24.0

If no, what segments of the industry seem overemphasized? (Percent of all check marks in each category)

Independents	Affiliates	Networks	AM Stations	FM Stations	TV Stations
17.8%	8.9%	26.8%	7.3%	7.3%	31.7%

WRONG BAILIWICK

Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W·I·T·H, you're all set for profitable sales!

Because W·I·T·H is the big bargain buy in this rich town. W·I·T·H delivers its big audience to you at the lowest cost-per-listener of any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

XUM

Management

EMORY DAHLGARD, secretary-treasurer of Inland Broadcasting Co., Omaha, has moved to Lincoln, Neb., to assume executive direction of KOLN Lincoln. Both this station and KBON Omaha are owned by Inland Broadcasting Co.

DON WHITE has been appointed program director in charge at WHOK Lancaster, Ohio, succeeding JOSEPH G. ROCKHOLD, who resigned as general manager to accept position as farm director at WHKC Columbus, Ohio. Mr. White has been serving as local news director and salesman.

RICHARD E. GREEN, manager of national sales and sales service for KOMO Seattle, Wash., has been elected to board of directors of Washington Generalors, state organization of manufacturers' representatives and brokers in food field. Mr. Green had served organization as secretary-treasurer during past year.

HARRY WITT, general manager of KTTV (TV) Los Angeles, has been appointed to represent Southern Calif. Broadcasters Assn. board of directors on Los Angeles Chamber of Commerce executive committee for television, by WILLIAM BEATON, president of SCBA and general manager of KWKW Pasadena, Calif.

JACK BEARDALL, owner of CFCO Chatham, Ont., was presented testimonial commemorating 21 years of CFCO's broadcasting city council inaugural meetings.

DAVE BAYLOR, vice president and general manager of WJMO Cleveland, has been elected trustee of Cleveland Advertising Club.

TBS OFFICES

Move to Ritz Towers Hotel

TRANSCRIPTION Broadcasting System, New York, has moved into new quarters at the Ritz Towers Hotel, 57th St. and Park Ave., the newly-formed transcription network announced last week.

The new suite, occupying an entire floor of the hotel, will house a completely equipped recording studio, to operate as an independent company under the name "TBS Recording Studios." Ray Green, network's vice president, will operate the studio, which will be available for outside recordings.

OVERCOMING a physical handicap earned a citation for Paul K. Damai (seated), assistant program and music director at WMOR (FM) Chicago. The National Society for Crippled Children and Adults commended him on a 15-minute WMOR program. Presentation is made by Lawrence J. Pinck (l), executive director of the society, and George H. Williamson, president of the Illinois Assn. for the Crippled.

CHICAGO FM UNIT

Elects R. J. Wood President

RALPH J. WOOD Jr., manager of WMOR Chicago, has been elected president of the newly-formed FM Broadcasters of Chicagoland. Other officers include Edward A. Wheeler, president of WEAW Evanston, vice president; Harold Benton, manager, WILA Woodstock, secretary, and Jerry Keefe, manager of WFJL Chicago, treasurer. Board members include the officers and Ted Leitzell, manager of WEFM, Zenith's Chicago station, and the firm's public relations director.

Temporary headquarters are at WMOR in the 188 Randolph Tower Bldg. Charter members of the group, in addition to the above five stations, included WJIZ Hammond, Ind.; WRGK Brookfield, and WOAK WXRT and WGNB Chicago. "At least eight other stations" in the area are planning to join the group, purposes of which are to promote interest in FM programming and the sale of FM receivers, according to Mr. Wood.

MANAGERS' VIEWS

Given at Marquette U. Meet

SEVEN-MAN panel of Milwaukee broadcasters discussed "Radio as Viewed by Managers of Radio Stations" June 29 as part of a Marquette U. three-day radio institute.

Participating in panel were: John Gagliano, WEMP; John Reddy, WEXT; Charles Lanphier, WFOX; George DeGrace, WISN; Hal Walker, WMAW; Jerome Sill, WMIL, and Bruce Wallace, WTMJ.

Institute opened June 28 with a series of lectures built around the theme, "Listeners' Problems." On June 29 the topic was "Broadcasters' Problems" and on the closing day the theme was "Radio's Educational Value for Children."

There's a market in Haiti, but---

what's the percentage when right in your own yard WSIX can hand you the stable Nashville market where 1,321,400 people spend $654,888,000 yearly in retail stores. WSIX's 60 BMB counties mean coverage plus in this 51-county retail trade area. So plan for more sales now via WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Commercial

LESLIE P. WARE, former executive director of KXLW Clayton, Mo., has been appointed director of national sales for KXLW and KXLW-FM.

TRUMAN BRIZEE has been appointed assistant sales manager for WHAM-TV Rochester, N. Y., and ARTHUR W. KELLY has been named to a similar post at WHAM. Both had been promotion and publicity directors for WHAM.

W. S. GRANT Co., New York, has been appointed national representative for WHTC Holland, Mich.

HARTLEY L. SAMUELS, formerly executive in charge of Lancer Productions, New York independent program production firm, has been named director of sales at WFDR (FM) New York. Previously Mr. Samuels had been director of public relations for LaRoche & Ellis, New York, and director of program promotion at NBC.

RODNEY WILL has joined WHAS Louisville sales department.

LARRY BUSKETT, formerly assistant sales manager at KMPC Hollywood, has joined KLAC Los Angeles sales staff.

LATHROP MACK, formerly of NBC Spot Sales, Hollywood and New York, has joined KFBB Great Falls, Mont., as account executive.

KTED Laguna Beach, Calif., has distributed its rate card No. 1.

JEANNE ORR has been named traffic manager of KVER Albuquerque, N. M. She succeeds BETTY KEHLE, resigned. She has been secretary to president of KVER since April, and was formerly traffic manager of KOOL Phoenix, Ariz.

RICHARD LOHNES, salesman at WPAY and WPAY-FM Portsmouth, Ohio, is the father of a girl, Rhonda Kay.

NEWS CAPSULES

Replace KING Newscasts

ABANDONING all newscasts except one show at 7 a. m., KING Seattle has inaugurated an unusual policy of coverage by *Headline Highlights*, or "news service spots." Starting last month, the station has presented, at intervals throughout the day, a news headline or quick summary, plus a 10-word commercial, the whole unit selling as a quarter-minute spot.

The present schedule provides 10 such spots a day, but Program Director Dave Crockett envisions a saturation schedule as high as 30 a day. Successive news reports are on different topics, so that listener tuned to KING for two or three hours can get a cross-section of current news developments, without the station's concentrated programming of music and sports being interrupted.

Present sponsors of the *Headline Highlights* are Travel-Air and the Pacific First Federal Savings & Loan Assn. Station executives report the new arrangement more profitable as well as more effective than conventional newscasts.

MAKE YOUR FM BROADCASTS PAY FOR THEMSELVES...

with the NEW, LOW-COST

MEISSNER FM "Sales-Casting" System

Meissner "Sales-Casting" FM Monitor for receiving, muting and speech emphasis.

Meissner "Sales-Casting" Amplifier.

Your station, like many others, can add substantially to your FM revenue by introducing MEISSNER "SALES-CASTING" in your community. "SALES-CASTING" is the fastest growing source of FM revenue in radio.

HERE'S WHAT IT IS

Your regular FM programs are picked up from your transmitter by fixed frequency, crystal controlled FM receivers which are installed in various retail stores, chains, bars, restaurants, clubs, etc. The transmitting station is equipped with a "Selector" which, at the press of a button, mutes, emphasizes or eliminates commercials on any or all of the installed receivers. One grocery chain, for instance, will want its commercials amplified for emphasis — but all others muted or eliminated! Because of the wide appeal of "SALES-CASTING," sales possibilities are unlimited. You already have the necessary sales personnel in your radio time salesmen.

The necessary, low cost receiving equipment is sold directly to the stores or rented them by the station.

DEVELOPED BY ENGINEERING SERVICES, INC.

"SALES-CASTING" has been developed by Engineering Services, Inc., Science Park, Evansville, Indiana, producers of special antenna and electronic equipment for FM. These units are now in service—have been thoroughly field tested and are producing revenue daily.

HERE'S HOW "SALES-CASTING" WORKS

This new MEISSNER FM "SALES-CASTING" consists of the following four units:

1. Meissner "SALES-CASTING FM Receptor"—an FM crystal controlled, fixed frequency receiver with low audio output. Completely self-contained with power supply.
2. Meissner "SALES-CASTING Amplifier," 20 watts variable impedance output, self-contained power supply.
3. "SALES-CASTING" Muting-Speech Emphasis Unit for use with above.
4. Supersonic Signal Generator with controls for muting and emphasizing. (Supplied by Engineering Services, Inc.)

Because each unit is standard, price is low, installation simple, and applications practically limitless.

WRITE MEISSNER FOR COMPLETE INFORMATION

ES INC.

MEISSNER *Manufacturing Div.*

MAGUIRE INDUSTRIES INC., MT. CARMEL, ILLINOIS

IN DENVER, WISE ADVERTISERS

KFEL concentrates on Colorado's populous, prosperous regions!

GENE O'FALLON
General Manager

KFEL, Denver, wastes no power (or advertisers' dollars) where people and radios are scarce. Instead, it beams its signal along the rich, populated "valley land" north and south of Denver. This way it reaches 9 of Colorado's 10 largest cities, 2 of Wyoming's 3 largest; *all at rates that would be low for Denver coverage alone!*

Radio pioneer, Gene O'Fallon, has been busy for 26 years cultivating KFEL listeners. Today, with outstanding local shows, fine Mutual programs, newscasts and 24-hour service, KFEL has a bigger, better, more devoted audience than ever! It's an audience that's ready to pay off in *profitable* sales for you, any time you say. Ask your John Blair man about it.

FRANK BISHOP
Managing Director

BILL CONKLIN
Sales Manager

RAY PERKINS
"The Ray Perkins Show"

GUS SWANSON
"Gus Swanson's Mailbag"
"Farm Reporter"

KFEL AM·FM TV KFEL-FM ★ WØXEL

5000 WATTS
950 KC

Mutual in Denver

XUM

CONCENTRATE ON KFEL

Since 1937, KFEL has been represented exclusively by JOHN BLAIR & COMPANY!

KFEL's national Spot business has grown and prospered during 13 years of John Blair representation. In that time, John Blair men have introduced *new* advertisers to KFEL and Spot radio. They have kept *old* advertisers supplied with fresh facts on KFEL. They have helped KFEL make countless budgets go farther, work harder!

Aggressive representation has paid off for KFEL in bigger and bigger national billings. It has paid off for advertisers, too, in bigger, more profitable sales. When *you* have an advertising problem . . . in Denver or anywhere else . . . it will pay you to ask your John Blair man!

DENVER...

capital city of Colorado. Hub of a rich, stable market of 476,000 people, spending more than $775,000,000 each year. Denver is the manufacturing, mining, agricultural and distribution center for the whole wealthy mountain region (just a few of the reasons why Ross-Federal named it the nation's No. 1 test market.) You can get quick results economically from this fine market by putting KFEL's selling and merchandising power to work for you!

DOROTHY, BARBARA and DALE MORGAN
"House of Morgan"
"Where's Morgan"

JACK FITZPATRICK
News Editor

JOHN BLAIR & COMPANY

Representing Leading Radio Stations

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

XUM

Editorial

Reorganize or Bust

IF YOU knew that 75% of your customers were dissatisfied, what would you do?

That's the question confronting the NAB board of directors at its meeting next week at Portsmouth, N. H.

The answer should be obvious: Reorganize before there's not enough left with which to reorganize.

The 75% figure is no rabbit-out-of-a-hat. It is gleaned from the latest BROADCASTING TRENDS Survey, second-half of which is published in this issue. The first half [BROADCASTING, June 27] revealed that while President Justin Miller continues personally popular with station ownership and management—NAB members and non-members alike—the NAB nevertheless is viewed overall as a malfunctioning organization.

Less than 15% want the NAB continued as now organized. Better than 50% want the association to embrace FM and TV. Nearly 25% want NAB merged with FM Assn. and Television Broadcasters Assn. Thus, in combination, 75% favor fusion in a single association, to cope with the new radio era.

Broadcasters want a cohesive, hard-hitting organization. They variously regard the present NAB as sprawling, spend-thrift and hit-and-miss—trying to be all things to all people.

This condition, steadily aggravated in an unnecessarily jumpy radio economy and a confused outlook, caused us to advocate reorganization months ago. The NAB board, one-fourth of its membership newly elected, failed to move last April in Chicago despite projection of an integrated plan developed by its Structure Committee. The board was carried away on the illusory wings of "bucks for business"—the Broadcast Advertising Bureau project—and the third resurrection of the Broadcast Measurement Bureau. Both are desirable projects. But neither can be carried to fruition without a united radio front and a singleness of purpose—perpetuation of the art that is free radio.

The TRENDS poll constitutes a vote of confidence in President Miller as a person and a leader. Broadcasters feel that labor relations is the most efficient and resultful aspect of the NAB and that is glowing tribute to Richard P. Doherty. Legal affairs get a better than 50% "good" rating. All other activities fall before the half-way "good" rating.

As we interpret the results, there is a virtual mandate to the NAB board to revamp the NAB, practically stem to stern, and under Judge Miller's direction.

How this should be done we do not venture to suggest. The NAB Structure Committee, within the fortnight, has implemented and reaffirmed its basic recommendations for reorganization. Twenty-five practical broadcasters, familiar with operating problems and conversant with NAB's operations, must supply the answer. It is their bounden duty.

And, if President Miller disagrees with his Structure Committee, it assuredly is his duty to offer his own plan, because it is his responsibility to direct policy, as leader, spokesman and "general manager." The board can accept, reject or modify. We doubt whether it can again table or pass over and retain for long NAB's status as a truly representative trade association.

There are literally scores of NAB members on the fence. In the past six months the NAB has suffered substantial defections, dollar-wise. A reorganization move now, made in good faith, can stem the resignation tide. The "new NAB" story can be told at the upcoming district meetings. We believe non-members as well as members should be invited to hear Judge Miller's keynoter at these district meetings. If the thesis of the reorganized and united radio is sound, this should retain existing memberships and entice new ones.

Beyond that, we believe each district director should invite his Congressional delegations and other key public officials to hear Judge Miller's address. The TRENDS poll gloomily reveals that less than 25% feel that "legislative and lobbying" work of the NAB is good. How better to acquaint legislators with the righteousness of radio's cause than through radio's official spokesmen and on their home grounds?

Business in '49

"THERE IS NO doubt that the more urgent demands for durable goods have now been filled . . . the present situation would appear to highlight the need for more aggressive merchandising programs on the part of many manufacturers, distributors and retailers."

Thus spoke the Federal Reserve Board in its Survey of Consumer Finances last week.

We agree with this conclusion, and have said so before. The way to move goods in a buyers' market is to appeal to the buyers. The best known way to do that is to advertise, and the best way we know to advertise is by radio.

The FRB's statement comes at a time when BROADCASTING publishes the first of a series of articles, "How the Buyers' Market Can Mean Business for Broadcasters," a series written by experts in the sales producing fields (page 12). Some are advertisers, others are agency and radio executives. All are successful in using or selling radio.

We believe that this "aggressive merchandising" recommended by the FRB is radio's opportunity and its challenge. Radio is the ideal answer for an advertiser who wants to move fast into a vigorous campaign. It's quick, efficient and brings the most results.

The 1949 buyers' market can mean business for broadcasters. It won't come over the transom.

Million Dollar Babies

SINCE CBS bought Amos 'n' Andy, lock, stock and blackface, for a sum that would choke a comptometer, it has not been fashionable for networks to speak publicly about any talent deal involving less than $1 million.

Recently, for example, ABC let it slip that Kate Smith, a vocalist of demonstrably commercial inclinations, had been signed to a contract guaranteeing her $5 million over an unspecified period. And NBC, which has professed revulsion at the wicked thought of bartering for talent, advised the press it had entrapped Burr Tillstrom, puppeteer, in an agreement providing a "potential" reward of $1 million.

It was only a few months ago that DuMont Television Network announced that Ted Steele, a pianist and singer, would earn $1 million in a 10-year contract for his services in daytime television on behalf of General Mills.

One wonders, however, if all these deals ring true. Mr. Steele now has moved to CBS as a sustaining feature, although, in the light of the DuMont announcement six month ago, his contract with General Mills had nine years and six months to run. Mr. Steele fell short of his $1 million by probably $975,000.

The announcement of "million dollar contracts" which are, in fact, full of options, ifs and ands, is a practice which seems to belong in the never-never land of the motion picture business rather than in radio.

Our Respects To —

THOMAS ANTHONY VELOTTA

THOMAS ANTHONY VELOTTA, an equable shepherd of the most temperamental and wildly disparate flock of commentators in radio, is a prospect on whom the State Dept. ought to keep an acquisitive eye.

If Mr. Velotta, who is ABC's vice president in charge of news and special events, ever decided to abandon radio, the government could not find a man more nerved to delicate diplomatic assignments.

Mr. Velotta is official curator of commentators ranging in politics and disposition from Arthur Gaeth to George Sokolsky, from Elmer Davis to Walter Winchell, from Louella Parsons to Edwin C. Hill and from Jimmy Fidler to Drew Pearson. He has read their copy and fearlessly changed it once in a while, despite the risk of ulcerating turmoil.

In the course of his specialized labors, Mr. Velotta has become the master of the tut-tut, the there-there, the concealment of flinty purpose beneath the suave exterior. For Mr. Velotta, trained to a fine edge in matches against competition of this kind, Vishinsky would be a pushover.

Mr. Velotta has not only talents for diplomacy but also a tireless capacity for work. His minimum service is 10 hours on weekdays, eight hours on Sundays, but usually he toils into the night. Sometime he takes a whole Saturday off without feeling twinges of conscience. He has been following schedules as rigorous as that ever since he entered the radio business 21 years ago.

Mr. Velotta started work as a page for NBC, a fulltime job he took to while away his idle hours after classes at New York's De Witt Clinton High School. Within two years he became assistant supervisor of pages, a measurable step above his original position which paid him $18 a week. The additional duties conflicted with the De Witt Clinton H.S. schedules, so Mr. Velotta withdrew from school. He has devoted most of his waking moments to radio ever since.

In 1932 Richard C. Patterson Jr. joined NBC as executive vice president. In advance of his arrival, the network was alerted to a state of burnished readiness and its most trusted functionaries posted to receive the eminent executive. Mr. Velotta, buttons gleaming and uniform faultlessly creased, was assigned to be private page to Mr. Patterson.

"I kept Mr. Patterson's water bottles filled, and I answered telephones," Mr. Velotta said recently, in modest assessment of his duties. "Also I told him who was who and made myself

(Continued on page 58)

IDENTIFYING BRANDS IS EASY

...when you *know* what to look for!

BRANDS are read from top to bottom and from left to right. They represent plane geometry in its ABC form. For example, a straight horizontal line —— is a *rail*, such as a takes to build a corral. A similar line turned at an angle \ or this / is a *slash*. A shorter horizontal line — is a *bar*. Here's a *box* ; a *circle* is larger and rounder than the letter *o*. Sometimes a rancher uses a *quarter circle* , or a *half circle* . Upside down it may become a *rocking* symbol, thus: the Rocking R. A *running* brand, such as the Running M, extends itself and leans slightly ahead. *Lazy* brands, like the Lazy 3, lie down: . Brands *fly*, too, in the manner of the Flying X: . Many brands explain themselves. There are millions of combinations possible to produce these romantic pyroglyphics of the range. Using the above tips, how many of the brands on this page can you identify? **Identifying brands is easy, pardner, when you know what to for. In the Southwest folks have a cinch identifying brands of *products* , too, because campaigns over the Famous Brand Station WOAI tell them what to for. Are telling them about YOURS?**

Here's a message in Brand Language from WOAI

4 NONE VLU AT A/N $ GO 2

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

Production

RALPH LEVY, CBS producer-director, transfers to Hollywood from New York in mid-July as director of Ed Wynn television show. Comedy show will be kinescoped in Hollywood for showing on CBS TV network in fall. Accompanying Mr. Levy to assist on the show will be three technicians, cameraman, camera control man and technical consultant.

ISADORE KATZ, former advertising manager of Camp Chemical Co., New York, and writer-producer for WSKI Montpelier, Vt., has joined production department of WHAS Louisville.

Mr. Katz

ALAN CARTER, formerly with WPTR Albany, has been appointed to to WPAT Paterson, N. J., announcing staff. Mr. Carter, in addition to his announcing duties at WPTR, was featured artist, having conducted two daily programs.

FLOYD M. JACKSON, program director at WPAY and WPAY-FM Portsmouth, Ohio, is serving as radio chairman for Salvation Army Building Fund campaign. Also taking part in drive are **C. P. BODNER**, commercial manager, **CARL MITCHEL** and **RICHARD LOHNES**, salesmen and **JOE HOLBROOK**, sports editor. WPAY has been aiding campaign by spot announcements and interview programs.

EDITH JOHNSON, traffic manager at WIMA Lima, Ohio, has resigned to accept similar position at WLWD (TV) Dayton, Ohio. **LISA ELSE** will replace her at WIMA.

HOWARD RHINES has resigned as continuity editor of KMPC Hollywood, to become program manager of KFAC same city. **ANDY WILSON** of KMPC program department replaces him.

RALPH MOFFATT, former disc jockey for Radio Luxembourg, has joined announcing staff of WCCO Minneapolis.

DAVE COLLINS, ALLEN JAMES, and **PAUL MILLER** have joined announcing staff of WHOK Lancaster, Ohio. Mr. Collins and Mr. James were formerly with WOSU Columbus, Ohio.

EDDIE GALLAHER, WTOP Washington's morning and evening disc jockey, was m. c. for Washington's annual Fourth of July celebration at Washington Monument today (July 4).

MIKE MAY has joined WCSI (FM) Columbus, Ind., announcing staff. He was formerly m. c. on *Teen Time* program at WFBM Indianapolis.

LOIS KITCHENER, formerly with Washington State Department of Health, has been appointed to continuity department of KOMO Seattle. Miss Kitchener also is editor of *Round Table*, weekly bulletin of Advertising & Sales Club of Seattle.

VANCE COLVIG, director of ABC *Breakfast in Hollywood*, has taken over writing of network's *Surprise Package*. He replaces **HELEN WALD**, resigned.

HERBERT O. PHILLIPS has been appointed art director of KTSL (TV) Los Angeles. Mr. Phillips was formerly with Universal Studios, Los Angeles, and previous to that with UFA, German picture studio.

BOB PROVENCE, news, sports and special events director WKNA Charleston, W. Va., has been appointed program director.

ROBERTSON GRANT, KNBC San Francisco newswriter, has resigned to join KGW Portland, Ore., as staff announcer.

HENRY TOBIAS has joined WROW Albany, N. Y., as a disc jockey.

ART ELMONN, formerly of WWSC Glens Falls, N. Y., has joined WVOS Liberty, N. Y., as m.c.-disc jockey.

MORRISON WOOD, WGN Chicago producer and columnist on *Chicago Tribune*, is author of *With a Jug of Wine*, cook book to be published Nov. 2 by Farrar, Straus & Co.

ALICE CROSS has joined CJAV Port Alberni, B. C., as continuity editor. **BARRIE COLPMAN** will manage traffic and accounting for station.

MARK SHEELER of WPOE Elizabeth, N. J., and Connie York have announced their marriage.

ALFRED and **DALPHA WOOLLEY** are the parents of a girl, Charlotte Elizabeth. Mr. Woolley is manager of NBC Hollywood Recording; Mrs. Woolley is assistant to NBC Hollywood sales promotion manager.

IVAN DITMARS, CBS-KNX Hollywood staff organist, is the father of a boy.

HERB BALL, NBC Hollywood photographer, is the father of a girl, Kathleen.

VIRGINIA MARTEL, chief secretary to **HELEN SIOUSSAT**, CBS talks director and **BORTON BARRETT** of CBS-TV operations, have announced their marriage.

ALAN NEWCOMB, member of announcing staff of WIS Columbia, S. C., is the father of a boy, Robert Thomas.

JOHNNY CLARKE, who conducts WNJR Newark, N. J., *Johnny Clarke Show*, is the father of a boy, Christopher MacFarland.

JACK LACY, WINS New York disc jockey, and **AGNES CODE**, executive secretary at station, are to be married July 21.

TOM PICKERING of WIMA Lima, Ohio, and **JOYCE JOHNSON** of WSRS Cleveland, have announced their marriage.

KLZ DENVER'S program on heart disease, *Knave of Hearts*, has won its fourth award in national and local competition. Advertising Club of Denver cited program for "contribution to public service."

MGM PROGRAMS

To Be Syndicated

SYNDICATION of eight WMGM New York programs, to be offered Sept. 1 for local sponsorship, has been announced by Bertram Lebhar Jr., station's sales director and head of the newly formed Metro-Goldwyn-Mayer Radio Attractions. The programs, open-end transcriptions featuring MGM Hollywood stars, are available to all stations in the U. S., Canada and other English-speaking countries.

Mr. Lebhar, in a letter to station officials, explained that the programs were made by MGM originally to "provide exclusive programming for WMGM to rival network offerings in the New York market." It was later decided to syndicate the shows.

Included in the line-up of MGM Radio Attractions are:

Good News From Hollywood—three 15-minute weekly shows, starring George Murphy with guest stars and Holywood news and gossip.

At Home with Lionel Barrymore—three 15-minute programs weekly of memoirs and anecdotes by Mr. Barrymore.

Crime Does Not Pay—half-hour weekly radio adaptations based on MGM Academy Award-winning two-reelers.

Hollywood, U.S.A.—five 15-minute shows weekly conducted by Pau'a Stone on an interview format with Hollywood celebrities.

MGM Theatre of the Air—full hour weekly radio adaptation of successful MGM pictures with name stars, full orchestra and featuring Howard Dietz, MGM vice president in charge of advertising and publicity, as host.

Maisie—half-hour weekly featuring new adaptations of the MGM pictures.

The Adventures of Dr. Kildare—half-hour weekly series based on MGM pictures series.

Judge Hardy's Family—half-hour weekly series based on adventures of Andy Hardy.

'Music Room' Postponed

THE NEW *Kate Smith's Music Room*, a two-hour weekly evening show starring Miss Smith as a disc jockey, will begin on ABC at an unspecified date next fall. The program had been scheduled to start July 4, but was postponed because of Miss Smith's inability to dispose of prior commitments.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

THE MARK OF DISTINCTION

NEITHER THE SALE NOR THE SERVICE

But THE SALESMAN AND THE SERVER

1 CITY COLLEGE OF NEW YORK — (over-all promotion) 1947
2 BILLBOARD MAGAZINE — (over-all promotion) 1947
3 H. P. DAVIS MEMORIAL — (announcer award) 1947
4 PABST SALES AWARD — (Eddie Cantor campaign) 1947
5 H. P. DAVIS MEMORIAL — (announcer award) 1948
6 FIRE PREVENTION AWARD — 1947
7 FIRE PREVENTION AWARD — 1948
8 ELGIN AWARD — 1949

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS — NOW!

Research Firms

(Continued from page 28)

monthly basis for New York and Northern New Jersey and bi-monthly for other areas.

The Pulse Inc. does TV research for New York, Philadelphia, Chicago and Cincinnati. TV data includes program ratings, sets in use, share of audience. These are monthly reports, called *Telepulse*. The TV sample is 1,400 in New York, 1,050 in Philadelphia and Chicago and 700 in Cincinnati

FM measurement is included in a quarterly survey of FM families in New York, which reports extent of ownership, extent of FM usage, and which FM stations are listened to. Special FM surveys are made in other markets.

The Pulse will also do, as it has in the past, special reports on qualitative reactions to programs, the impact of a program, and pantry inventories to determine product usage in listener or viewer homes.

Offices are located at 110 Fulton St., New York.

Broadcast Measurement Bureau

BMB's problems have sometimes obscured the magnitude of the job that the organization has cut out for itself, and the real accomplishments of the organization. Not strictly a private research organization, its work is to determine station coverage and total audience for all the United States. Using mail ballots exclusively, BMB is now engaged in its second study of the radio picture. It reports data on all counties and 1,500 separately reported places; 635,000 ballots are sent out, about 350,000 are tabulated.

Data are broken down by city, county and by station. BMB provides complete national coverage, and all data are projectable within counties and to total U. S. radio families.

BMB publishes figures on radio homes, station area reports, and station audience reports. The organization will do special tabulations of its data at cost.

Schwerin Research Corp.

This organization specializes in the qualitative testing of radio and television programs, effectiveness of commercials. Schwerin scores are measurements of how good a program is, divorced from the variables that go into the determination of its audience size.

Tests are made on a score sheet by controlled samples of listeners. Sample size for a program's testing may be 1,000, and breakdowns of this sample are available in almost any way desired by the client.

The radio sample is projectable to metropolitan areas. Tests can be made in rural areas upon client's need.

TV research is conducted in much the same manner as AM research, although in TV Schwerin Research Co. is using an electrical rating device. No FM work has been done by the organization.

All reports are provided confidentially to clients. The organization will do all types of qualitative studies of the appeal and effectiveness of commercials or programming. Offices are located at 2 W. 46th St., New York. Leonard Kudisch is executive vice president in charge of radio and telephone research.

Audience Research Inc.

Located in Princeton, N. J., Audience Research Inc. provides ratings of talent popularity, program preferences, pre-tests of programs, product sales related to program rating, sponsor identification and effectiveness of commercials. These ratings are made from anaylsis of data collected by electric recorder.

Sample size for national ratings is about 3,000, and for program pre-testing the sample is 60 to 120. TV measurement is done on the same basis and provides the same measurements as the AM research.

Three times a year Audience Research Inc. lists talent popularity ratings and a continuing audit of radio and TV personalities. Other special surveys include radio advertising impact studies, radio and TV program pre-tests, and measurement of audience reaction to current programs.

Paul K. Perry is vice president in charge in Princeton; James L. Wolcott is vice president at New York headquarters, 110 E. 42nd St., and Jack C. Sayers is vice president in Hollywood, at 6305 Yucca St.

* * *

NOTE: Conlon has been omitted from this survey of radio and TV research. Direct information from this firm did not arrive in time to be included in this report.

KYA San Francisco has moved from Hearst Bldg. to new quarters in Fairmont Hotel.

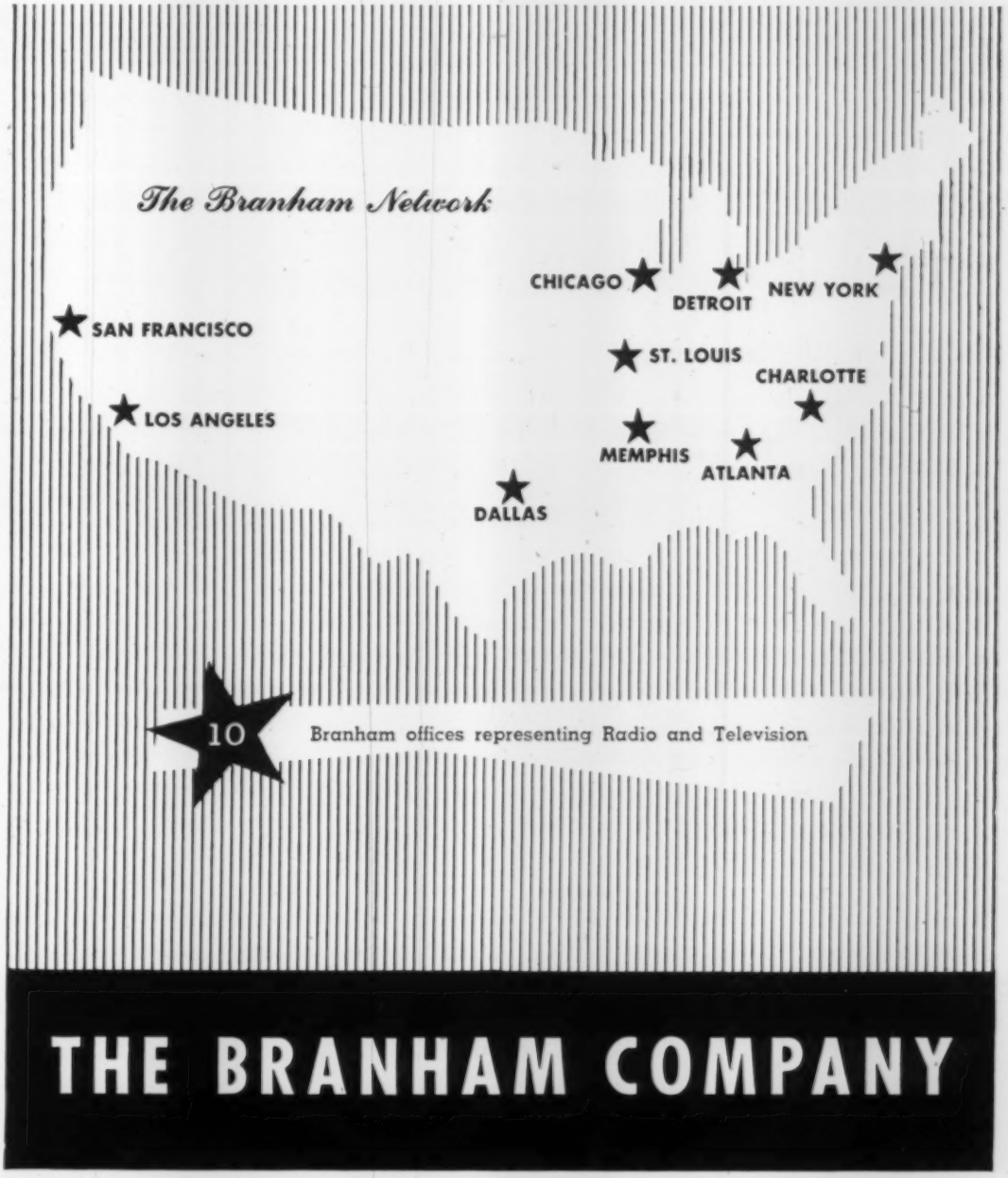
LEGISLATION

Radio Off House Unit's List

HOUSE Communications subcommittee has decided it will consider no House-initiated radio legislation this session, Chairman George Sadowski (D-Mich.) disclosed last Wednesday.

Rep. Sadowski said he had discussed legislation with his subcommittee at two meetings, one of them executive, and with Rep. Robert Crosser (D-Ohio), chairman of the full Interstate & Foreign Commerce Committee. There is no "pressure" to consider any of the pending radio measures assigned to his group, he said.

He noted the possibility, however, that the full committee might be called upon to consider the FCC reorganization bill authored by Sen. E. W. McFarland (D-Ariz.), should that measure pass the Senate and be sent on to the House for approval.



FCC Ad Proposal

(Continued from page 27)

data and other information would be too readily available to local "busybodies."

He also claimed that the requirement to file renewals four months ahead of license expiration dates would work hardships on stations, especially TV which has only one-year licenses. He said that consideration of "invited" complaints would further handicap renewal actions. Mr. Wilkinson appeared in behalf of KCMO Kansas City; KVOS Bellingham, Wash.; KMA Shenandoah, Iowa; KXRO Aberdeen, Wash.; WABF (FM) New York, and Lake Broadcasting Co., Gary, Ind.

Steve Tuhy Jr., representing KWOW (FM) Omaha and WGTL Kannapolis, N. C., endorsed the NAB position.

George S. Smith, Washington radio attorney and member of the FCBA executive committee, endorsed the FCBA position and discussed a tabulation he had made of some 50 past cases to illustrate the mixed effect the proposed rules might have had on FCC action. He suggested that in order to speed up processing that more engineering details be given in the Commission's public notices and that hearing schedules be made up more often.

Mr. Smith also suggested that applicants could submit full engineering claims, properly sworn to, and that FCC could accept these without re-calculating each figure to help speed up actions. Engineering data would be handled the same as financial and legal qualifications, he explained.

Joins Hogan & Hartson

JOHN J. SIRICA, Washington attorney, has joined the Hogan & Hartson Washington law firm as a member, effective July 1. Mr. Sirica has practiced law in the District of Columbia since graduation from Georgetown Law School in 1926. He was assistant U. S. District Attorney for D. C. 1930-34. In 1944 he was named by Rep. Clarence F. Lea to be general counsel for the House select committee to investigate the FCC.

WHAS

Crosley's Shouse Contends Duopoly Doesn't Apply

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., claimed last week that FCC Examiner Leo Resnick's proposal to bar Crosley's acquisition of the WHAS Louisville properties [BROADCASTING, June 27] puts an unintended meaning in FCC's duopoly ban.

"The multiple-ownership problem relates only to an overlap in the areas served by the amplitude stations WHAS and WLW [Cincinnati station owned by Crosley] and does not apply to the FM and television facilities involved between Crosley and WHAS Inc," he declared.

"To deny a transfer involving all the properties concerned because of a technical problem pertaining only to the amplitude service indicates that the examiner's report concerned itself primarily with an interpretation of the Commission's rule which I do not believe was intended at the time the rule was formulated some years ago."

Examiner Resnick's initial decision found no consequential overlap between WHAS-FM and Crosley's WLWA (FM) and held that there will be none at all between WHAS-TV and WLWT (TV). But the AM stations' overlap—representing 28 to 30% of their combined unduplicated primary service areas, day and night—was held to require denial of common ownership under FCC's duopoly rule and general policy "in favor of competition and against concentration of control." Both are 50-kw clear-channel stations, WLW on 700 kc and WHAS on 840 kc.

Crosley To File Exceptions

President Shouse served notice that Crosley will file exceptions to the examiner's report and ask the Commission to hear oral argument. It was expected that exceptions by both Crosley and WHAS would be filed late this week or early next. If allowed to stand unchallenged, the examiner's decision would become final 40 days after its issuance, under FCC's new procedures.

Mr. Resnick suggested that "a more favorable disposition of the multiple-ownership question" might be made if it involved "overlap of local or regional stations concentrating on serving the needs of cities at the core of their primary service areas and definitely neglecting programwise and businesswise the large overlap area at the periphery of their service areas."

Crosley's contract with the Courier-Journal and Louisville Times Co., owners of the WHAS properties, involves acquisition of the stations for $1,925,000 before adjustments, plus a 10-year lease of space for the stations in the new *Courier-Journal* and *Times* building at $75,000 a year.

The *Courier-Journal* and *Times*, as well as Standard Gravure Corp. and the WHAS properties, are owned by the Barry Bingham family. The sale of the radio interests was prompted by a desire to reduce the amount of outside financing required by construction of the new building. If the Commission lets the examiner's decision become final, it is believed the company will entertain other offers for purchase either in whole or in part.

Crosley's decision to buy stemmed from its desire to expand its investments in broadcasting and its view that WHAS is "the type of operation that Crosley understands."

Avco Owns Crosley

Crosley, a wholly owned subsidiary of Avco Mfg. Corp., operates WLW and WINS New York in the AM field; WLWA Cincinnati; WLWF Columbus, and WLWB Dayton in FM; WLWT Cincinnati, WLWC Columbus, and WLWD Dayton in television, and is an applicant for television at Indianapolis and FM in New York. It also is licensee of five international shortwave stations.

The duopoly rule which Examiner Resnick would invoke against Crosley's purchase of WHAS required Crosley to sell WSAI Cincinnati shortly after the rule was formulated.

WQQW STOCK

Rodman Hits Committee for 'Innuendos'

TEMPERED criticism of the House Un-American Activities Committee, for what he described as "unjust innuendos" aimed at WQQW Washington, was voiced last week on Capitol Hill by Morris Rodman, president of the independent station and Washington businessman.

In his prepared statement, Mr. Rodman intimated that the committee, by its questioning, had created the "unfounded suspicion" that WQQW "is in some way Communist-influenced" and assured it that "if there are any stockholders who are Communists . . . they have not, nor are they in a position to influence the policy of the station in any way."

The committee hearing at which the WQQW president was to have testified was postponed until this Wednesday. His statement was presented anyway by Thurman Arnold, former government official, acting on his behalf.

WQQW was brought into the hearing after two women and a man refused to answer whether they held or had held membership in the Communist party or "fronts"; had ever contributed to it, and other questions. All witnesses—Mr. and Mrs. John Anderson and Mrs. Bella Rodman—testified they were stockholders in WQQW.

Commenting on the testimony M. Robert Rogers, general manager of the station, said that of 1,338 shares of stock outstanding, Mrs. Anderson owns 30, and Mrs. Rodman none. Her husband, Samuel Rodman, owns eight shares, he added.

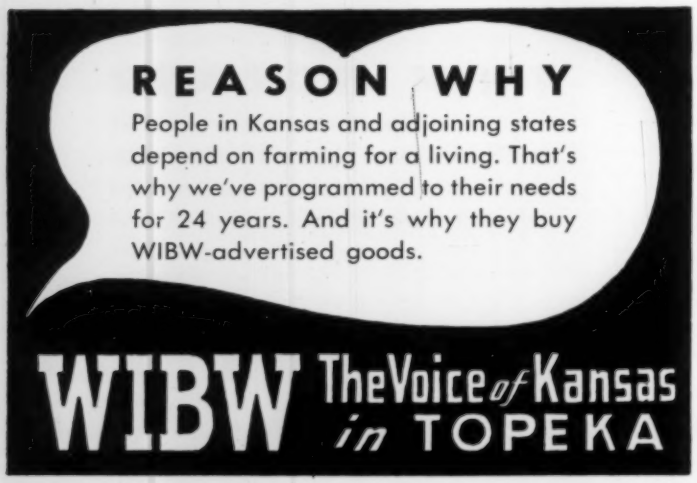
Serving as attorney for the three witnesses was Clifford J. Durr, former FCC Commissioner now engaged in private law practice. He reportedly advised them to stand on "constitutional rights" and refuse to answer the committee's questions out of fear of incrimination. Mr. Durr was one of the moving spirits behind FCC's famed Blue Book on programming.

Mr. Rodman prefaced his statement by stating he is not a Communist, has never been one, is not sympathetic to the party and has never made contributions to it.

Tracing the history of the station, Mr. Rodman stated: "It is well-known in Washington that, because of certain early errors in business judgment, WQQW has had an up-hill road financially in the past. During 1949 we have gotten on a sound basis and have showed some small operating profits. . . ." The station has 1,338 shares of stock outstanding among about 200 stockholders, he added.

WQQW was granted a license in 1946, with operation slanted along the lines of FCC's controversial Blue Book pattern. Following year, in 1947, it renounced those ideals to adopt a more commercial policy [BROADCASTING, Oct. 13, 1947].

Mr. Rodman told the Committee of the pending reorganization plan, already approved by stockholders and filed with FCC last April 1 [BROADCASTING, April 4]. Under the plan stockholders would give up all voting rights and management of the station would be vested in a new class of common stockholders. New directors, who have subscribed to over 95% of the new stock, include Pierson Underwood, program manager; Irwin Geiger and Col. Jesse I. Miller, attorneys; and Messrs. Rodman and Rogers.


REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

NAB Restyling

(Continued from page 24)

ments about BAB's hard-hitting tactics on behalf of the broadcast medium. Its swift moves, as typified by the co-op study (see story page 32), are expected to step on the toes of industry segments. Should the squawks get louder, the board may find it necessary to set up BAB as a separate corporation if violent feuds are to be avoided.

This would follow the ANPA pattern, that association having found that its advertising baby had grown larger than ANPA itself. By divorcing the bureau, ANPA retained its stature as top association; rendered broad services, and avoided most of the intra-industry feuds.

BAB's hard-swinging tactics may speed up this divorcement process. Thus far BAB has been doing positive sales promotion such as the co-op study, but some members of the BAB Policy Committee, as well as members of the Sales Managers Executive Committee, agree that aggressive attacks on competing media must be made in the near future. The board may consider such steps at its meeting.

Appearing at the board meeting for BAB will be Maurice Mitchell, its director. Mr. Mitchell will preview BAB's new slide-film pitch for use of member stations. The presentation consists of 100 colored slides, along with script and promotion folders as well as instructions. The packet will be sold for $15 and NAB can obtain projectors at a special price of $17.50.

After the board meeting the slide film is to be unveiled formally in New York.

As customary at board meetings, the agenda will include many industrywide policy matters. Prior to the board meeting the Standards of Practice Committee will meet. Its session is scheduled this coming Friday. The committee was appointed June 23 by Judge Miller [BROADCASTING, June 27].

After reviewing the status of code enforcement the committee will go into the steps needed to secure wider adherence to the code's provisions. Networks, agencies, advertisers and representatives have advisory members on the committee.

The All-Radio Presentation film project will be reviewed by the board. In charge is Gordon Gray, WIP Philadelphia. Camera crews are now in the field looking over locations and developing material to be used by bidders. Preliminary data already are in the hands of film producers.

As usual BMB will appear on the board's agenda. The board last April voted BMB a $75,000 loan in anticipation of subscriber payments, on condition most of the subscribers relinquish their 90-day cancellation privilege. The waivers were obtained. BMB has gone ahead with its second study under direction of Dr. Kenneth H. Baker, NAB research director.

In discussing BMB and audience measurement, the board may revive the plan to set up an industry sponsored listener-program research project. Several NAB districts proposed NAB start its own complete listener-program measurements, perhaps under a separate unit such as BMI or BMB.

The idea of a comprehensive research was favorably received at the board's February meeting. It was laid aside in April when BMB got into a financial crisis and had to be bailed out by the board.

If the plan comes up again it may become embroiled in the NAB reorganization move. This would tend to slow up reorganization because BMB and audience studies always start long and lively arguments. Moreover, the financing of such an operation would take a lot of study.

THIS wrecked transmission tower was the result of a suddent squall at Bloomingdale, Ill., last month that caused $50,000 worth of damage for WMAQ (NBC) Chicago [BROADCASTING, June 27]. This main transmission tower was erected only a month ago. The crash destroyed the transmitter antenna completely, but the station was back on the air in a minute and a half after Engineer Howard Lindsay switched on the emergency tower in the background.

Finance Group to Meet

The board's finance committee will meet next Sunday to review the budget and related matters. The by-laws committee is expected to meet, taking up the proposal for two-year director-at-large terms as well as routine matters.

A meeting was held June 7 by the board's membership committee. It will submit plans to the board for a membership drive. The board had directed in the spring that a membership drive be started. Suitable promotional material will be discussed though some directors are said to oppose an intensive membership drive at this time. Instead, they favor a well-planned continuing campaign. The original board recommendation had called for appointment of state chairmen to lead the campaign.

In his tour of TV stations, Mr. Willard is understood to have talked to a number of members who resigned recently, or threatened to resign. He is expected to submit a report to the board though he will not attend the meeting because he is taking his first vacation in several years.

The board may consider plans to redefine associate memberships. Many engineering consultants are said to have protested their ousting from NAB membership and talk is heard in favor of readmitting them. Other associates had complained about increased dues last winter but the complaints subsided prior to convention time.

One of the active topics at the New England board meeting will be the proposed format for the district meetings that start Sept. 8 and run almost to Christmas.

The Sales Managers Executive Committee urged at its June 17 meeting that sales and promotion occupy a full day in the two-day district agendas [BROADCASTING, June 27]. The board will consider this plan.

Another idea in the works is the staging of specialized member clinics such as the Program Clinic held in Chicago last week (see story page 25). This was regarded as a pilot clinic. The program meeting was generally described as highly successful, with chance that the board will approve similar clinics in specialized fields. Last April the board approved a series of legal clinics, some of which have been held in the past.

One angle centered in the clinic idea is that these workshop sessions, which would be self-supporting, could replace the permanent services offered by NAB departments. Some station members, on the other hand, feel the Program Clinic pointed up the need for this type of department service. Some criticism of the Program Dept., newest of NAB's operations, has been heard from the membership but the department was commandeered for nearly two years to do the groundwork for the Standards of Practice.

As usual the board will be given a review of international broadcasting problems, including plans for the third NARBA to be held in Canada next September. The Voice of America situation will be scanned, including a report by the NAB Advisory Committee on International Broadcasting (see story page 31).

A special NAB committee is to tour Voice of America transmitter installations, following board action taken in April.

In the television field will be a review of negotiations between ASCAP and the NAB Music Committee [BROADCASTING, June 27].

Other Agenda Items

Other matters on the agenda will include reports of several standing committees. The FM committee, for example, has demanded a number of new services including surveys of FM's impact on listeners inclusion of FM coverage in BMB data and expansion of NAB's direct services to FM stations. The Employe-Employer Relations Executive Committee will report on extensive analyses of labor and other station costs by the NAB Employe-Employer Relations Dept.

All these add up to a busy six days for board and committee members at Wentworth-by-the-Sea.

Hartenbower's Illness

THE CONDITION of E. K. Hartenbower, KCMO Kansas City general manager, who suffered a mild heart attack June 23, was reported improved as BROADCASTING went to press. Mr. Hartenbower suffered the attack in his office immediately following lunch. He has been under observation in St. Luke's Hospital, Kansas City.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

WMIL..... means MILWAUKEE
REPRESENTED BY FORJOE

NAB Program Clinic

(Continued from page 25)

offers to put them on a forum or adjacent to an opponent.

At the music licensing group session Wednesday morning, Robert Burton, vice president in charge of publisher relations for Broadcast Music Inc., absorbed the broadcasters with a forthright appraisal of the copyright situation. "Copyrights are nothing to be afraid of, and you don't need a lawyer in each pocket to understand them. You owe it to the station and yourself to study them." Mr. Burton briefed the industry rumpus concerning differentiation of dramatic and non-dramatic rights, saying these are usually misinterpreted as small and grand rights. He predicted that dramatic and non-dramatic rights "will be thrown out of television." BMI's position is that "music is heard, not seen."

Judge Justin Miller, NAB president, and Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, launched the program clinic Monday morning. Judge Miller termed advertising a public service to the community and nation and reminded program executives that the industry "need not apologize for operating a profitable venture." The industry's aim is similar to the goal of other professions, he said—"to render a useful service on a profitable basis." He pointed out the necessity for compromise — "between what you want to do and what you must do"—in planning program schedules.

'Teamwork Is Answer'

Mr. Mitchell called teamwork the only answer "in this period when advertising is harder to sell, responsibilities are greater and more specific and returns must be identified and measured." Primary function of all programming is to serve the advertiser, he asserted. "Commercial schedules are the same as lines in a retail store. Your audience increases as your lines increase."

Kenneth H. Baker, acting president of Broadcast Measurement Bureau and NAB research director, outlined practical ways to determine audience reaction. He explained that the second BMB survey is expected to be released in the fall after 330,000 ballots are tabbed. "For effective research, the station man must want to know the facts. The easiest person in the world to kid is yourself." Program research at the station level does not require much technical knowledge, he said. Recommended research methods, starting with the cheapest, were studio panel, direct mail, telephone, home panel and home interviews. "No research study is final, and you must always be prepared for a change because facts never remain constant."

All phases of the PD's work were discussed by speakers from every industry segment. Jim Hanlon, director of public relations and special events, WGN Chicago, outlined the stations special broadcasts. Merrill Lindsay, general manager, WSOY Decatur, Ill., and a member of the NAB board, discussed the advantages of sports on small stations. Disc jockeys and their shows were topics of Dick Redmond, program director, WHP Harrisburg, Pa., and John Tinnea, assistant station director, KWK St. Louis. Effective ways to use wire service material were described by Tom O'Neill, radio news editor, Associated Press; John Cooper, director, radio department, International News Service, and Charles Ahrens, central division news editor, United Press. E. M. Vadeboncouer, vice president and general manager, WSYR Syracuse, moderated.

DISC of U. S. Public Health Service promoting control of venereal disease is auditioned at the first NAB Program Clinic by Ben Miller, kneeling, assistant director of NAB's program department, for (l to r) Ernie Brevik, WDAY Fargo, N. D.; George D. Coleman, WGBI Scranton, Pa. and W. W. Woods, WHO Des Moines.

Speakers on the public affairs panel included Rex Howell, general manager, KFXJ Grand Junction, Col.; Ernie Brevik, public interest director, WDAY Fargo, N. D., and Edwin K. Wheeler, assistant manager WWJ Detroit. Moderator: George D. Coleman, WGBI Scranton, Pa. Ben Miller, assistant director of NAB's Program Dept., listed sources of free program materials, and auditioned the series on venereal disease produced by Columbia U. in cooperation with the U. S. Public Health Service.

Other music licensing discussionists: Herman Finkelstein, resident counsel, and Jules Collins, sales manager, of ASCAP; and David Milsten, Western Council, SESAC. Roy Harlow, BMI director of station relations, demonstrated the 1,000-pound portable BMI typical library for the first time. It will be shown at industry meetings during the year.

Transcriptions were the subject matter of Walter Davison, manager, Capitol Transcriptions; C. O. Langlois, president, Lang-Worth Feature Service, and Alex Sherwood, vice president of Standard Radio Transcription Services. Chairman: Robert Friedheim, sales manager, World Broadcasting System.

Clinic was concluded with addresses by Royal V. Howard, director of NAB's engineering department, and Charles A. Batson, editor of the NAB *Television Report* and assistant director of Broadcast Advertising Bureau. W. Wm. Woods, WHO Des Moines, moved for commendation of the NAB, President Miller and Mr. Petty for the "important part" they played in causing the restrictions of the Mayflower enactment to be removed, and their stressing recognition of the responsibility to the radio audience. Attendance passed the motion unanimously. Speakers from the floor cited NAB for the success of the clinic, with special reference to Mr. Fair and Ben Miller, his assistant.

NAB PROGRAM CLINIC REGISTRATION

Adams, William J., WHEC; Adkins, Denise, KMAE; Alexander, John, KODY; Anderson, Alice, WTTH; Anderson, Leonard G., WKBH; Arceneaux, George, KCIL; Arnold, Jayne, NAB; Arnold, Murray, WIP; Arnold, Ted, WHBF; Arthur, Don, WDUZ; Avery, Lewis H., Avery-Knodel Inc.; Baker, Kenneth H., NAB-BMB; Baldwin, Lloyd W., WZIP; Barnes, Wade, NBC Radio-Recording Division; Barnhart, Charles E., WMBD; Bartlett, Marcus, WSB; Baxter, Leo, WBOW; Beard, Alex P., WSTP; Beers, William E., WADC; Bell, Robert, WHOT; Berry, Ben, KSCB; Biebl, Leslie F., Associated Program Service; Boyd, Al, WLS; Bradshaw, J. B., KFBI; Brady, Gervis, WHBC; Breen, Ed, KVFD; Brevik, Ernie, WDAY; Brooks, George L., KDIX; Bryson, Judy, WTCN; Byrum, Howard E., WIRJ.

Carey, Samuel S., WRVA; Cary, Harvey, WKRC; Cashion, John T., WKBC; Chalmers, Jim, WEIM; Cline, Clay, Jr., WJZM; Cobb, Wilton, WMAZ; Coleman, George D., WGBI; Colwell, Nathan, Treasury; Conger, Fred L., WREN; Cooke, Forest W., WHBF; Cooper, John, INS; Corbitt, Ken, WTIK; Cremeens, George, WEEK; Cupp, Roderick, KMBC; Curtis, Franklin R., WTRF; Davidson, Billie Lynn, KLPR; Davison, Walter B., Capitol Transcriptions; Dixon, Marion E., KGVO; Donato, Nat V., C. P. MacGregor; Douglas, Harold, KFRU; Douglas, Jack, KELO; Drain, Robert, WSBT; Eells, Bruce, Bruce Eells & Assoc.; Eells, Jim, Bruce Eells & Assoc.; Engle, Robert A., WMRI; Englehardt, Wally, KVFD; Estes, Robert, WSJS; Fairburn, Theodore J., WLDS; Fast, H. E., WKRC; Faulkner, Jack, WTSP; Feddersen, Don, Northwestern; Flenniken, James, WCAW; Franklin, H. E., Institute for Democratic Education; Freburg, Charles R., WOC; Freeman, Pat, Canadian Assn. of Broadcasters; Friedheim, Robert, World Broadcasting; Frosch, William H., Jr., WISH; Fullington, Wayland, WIRE.

Gantter, Raymond C., WFBL; Gardner, Bob, KYSM; Gardner, Florence M., KTFI; Gates, Robert A., WFAH; Gay, Rex, Transradio; George, Roy, KRLD; Girardin, Raymond G., WEEI; Goodding, Ken, KRES; Gordon, Herbert, World Broadcasting; Grant, Douglas B., WMT; Hagenah, Gus, Standard Radio; Hager, Kolin, SESAC; Hansen, Bob, KTRI; Harden, Frank, WIS; Harre, Arthur F., WJJD; Harris, Charles L., WGRC; Harris, Charles L., Jr., WGRC; Harris, Glenn E., KMA; Hassett, Buzz, KROS; Hatcher, Ward, WGRC; Henderson, Brooks, KSTP; Hester, Del, WAAF; Higbee, Arthur L., KSUB; Hoerner, Ed., WWL; Hoffman, Joy Adele; Hough, Hal, WJBK; Howell, Rex, KFXJ; Hunter, Charles, WJW; Jacobs, John W., Jr., WDUN; Jadassohn, K. A., SESAC; Janssen, Karl F., KTUL; Johnson, Arnold C., WTHI; Johnson, Bernard J., WSOY; Kaiser, Richard, WONW; Kaye, Doris E., Lang-Worth Feature Pgms.; Kelly, Leon E., WRAK; Kennedy, Ken, WDAY; Keown, John T., KWGS; Kerrigan, Jack, WHO; Kirby, Joseph B., WKRS; Kmety, Violet, WEFM; Krieger, Edward L., WSOO.

LaMere, Robert, WLBH; Landes, Max, KWGS; Landreth, Ellis, WBRW; Langfitt, Howard, WJDX; Langlois, C. O., Lang-Worth Feature Programs; Langlois, J. D., Lang-Worth Transcriptions; LeGrand, F. J., KFRU; Lindsay, Merrill, WSOY; Little, Lee, KTUC; Logan, Horace, KWKH; Lown, Bert, Associated Program Service; Lucas, James W., Associated Program Service; McGovern, S. H., KSO; McGrath, Ed., WSPA; MacMillan, Lowell H., WHEC; Mahool, Barry, American Heritage Foundation; Maley, Robert D., WHIZ; Martin, Lew, WDSM; Martin, Paul, WKBW; Martin, Thomas E., WRUN; Martin, Whitney R., WCMI; Merridew, Rog, WGAR; Merritt, Ross H., Radiotime Inc.; Mertz, William M., Jr., Transcription Sales Inc.; Mickelson, Sig., WCCO; Fair, Harold, NAB; Miller, Ben, NAB; Miller, Charles D., KRNT; Miller, Justin, NAB; Miller L. A., KFAB; Milligan, Merritt, WTAD, WTAD-FM; Milsten, David R., SESAC; Mitchell, Franklin C., WJR, Mitchell, Maurice, BAB-NAB; Molina, Henry, Jr., WEIM; Molloy, Phio, WHFB; Muschany, Elmer G., KXOK; Myers, D. H., KCMC; Myers, F. O., KCMC.

Nesper, Paul W., Jr., WHTC; Nickson, George, KXXX; O'Brien, Gerald, KTUC; Odson, R. L., WBYS; Ogden, Clifford E., Capitol Records; O'Halloran, Pat, KPQ; Olson, Ray, WOW; O'Neil, Tom, AP; Owen, Forrest Flagg, WELL, WELL-FM; Pabst, H. G., WSRS; Page, Arthur C., WLS; Pardington, Doris Mrs., WAIR; Parkinson, Geer, WBNS; Patricelli, Leonard J., WTIC; Patterson, Wade, KCRG-KCRK; Plumstead, E. M., WSGN; Pomeroy, W. A., WILS; Quinn, Robert L., WKLA; Reilly, William, NBC; Ring, Bill, KWTO; Roeder, Charles A., WCBM; Rogers, Naylor, Keystone Broadcasting System; Ronan, Honore E., WDAN; Roper, Lillian M., WGBF; Runnerstrom, Robert O., WCOL.

Sambrook, Al., World Broadcasting; Saunders, Allen, WCHA; Scala, Edward M., WNBF; Schleifer, Ken, WBYS; Schmutz, Fred H., WNMP; Schneck, W. Leroy, WNAE; Shaffer, Russel, KBOL; Shoehalter, Nat, WCTC; Short, Joseph A., WHCU; Shute, Elden H. Jr., WLAM; Sims, Ralph Hylton, WJBO; Skelton, Kenneth W., WDAE, WDAE-FM; Smith, R. H., WCYB; Snyder, Glenn, WLS; Sparks, Floyd, KOTA; Spencer, Donn, KVOE; Sprague, Ed., WCOL; Spry, Eugene F., WKAI; Squire,

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

SOMEDAY (YOU'LL WANT ME TO WANT YOU)

On Records: Mills Brothers—Dec. 24694; Vaughn Monroe—Vic. 20-3510; Ray Bloch—Hi-Tone 134; Elton Britt — Vic. 20-1864; Gene Autry — Col. 20075; Hoosier Hot Shots—Dec. 23732.

On Transcriptions: Monica Lewis—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Burt, BMI; Stemmler, Nick, WRUN; Stierman, A., KDTH; Stierman, Vern, KDTH. KDTH-FM; Stine, Al., Associated Press; Stone, Robert; SESAC; Swan, John Davenport, WCAX.
Teich, Walter J., KROS; Terry, John R., WTNS; Thompson, Al., KSAL; Thompson, Alan G., WCNB; True, Jos. E., WMOH. WMOH-FM; Turner, William E., WCTW; Van Gluck, Stephen, WNJR; Wallace, Bill, KIOA; Wallace, Bruce, WTNS; Watson, Bob, KGNC; Weaver, Bill, KLIF; Weaver, Pat, Young & Rubicam; Webb, Frank V., KFH & KFH-FM; Weis, Pierre, Langworth Feature Pgms.; Widenhofer, Norman C., WGL; Widoe, Russell, WJPG; Wilson, Paul A., KANS; Wobus, Wilbert, WJOB; Woods, W. W., WHO; Wright, Charles, KAAA; Young, Thomas L., KWAT.

SCHINE CASE

Final Judgment Entered

A FINAL JUDGMENT in the government's civil anti-trust suit against Schine Chain Theatres, chief owner of WPTR Albany, has been entered in the Federal District Court at Buffalo, the Justice Dept. announced last week.

The case involving the Schine group, one of the nation's largest independent motion picture theatre circuits, was one of those handled by the U. S. Supreme Court simultaneously with its anti-trust decision against the major motion picture producers in 1948.

Since then FCC has instituted its still-pending study of the radio qualifications of anti-trust violators and, in general, is withholding action on their applications pending completion of the study. In the case of WPTR the Commission relented and granted its 50 kw application (1540 kc) conditionally, without prejudice to subsequent action when the station applies for license [BROADCASTING, Feb. 14].

Spokesmen for WPTR maintained that entry of the anti-trust judgment, to which Schine consented, should clear the way for removal of the condition which FCC attached to the 50 kw grant. They pointed out that the anti-trust suit did not involve Schine's radio operations, and that the court did not impose any condition with respect to the radio station. An application for license will be filed upon completion of the 50 kw installation.

Cut-Rate Radio

(Continued from page 27)

League for Political Education was disclosed last week by Ben Strouse, WWDC Washington. In a letter to the league's radio department he said WWDC "has always taken great pains to see that labor is given extremely fair treatment." Citing instances, he added that the league's *Special Report From Washington* attempts to sell an idea or philosophy "and we feel that you are no more entitled to free time than a merchant who is selling clothing. We take exactly the same viewpoint when organizations such as the National Assn. of Mfrs. approach us for time."

Formation of a New York state network "to take advantage of the political trade wind shifts" and paying member stations 30% of card rate is proposed in a letter sent to stations by Union Broadcasting System Corp., 136 State St., Albany. The letter is signed by Jim Healey.

The 30% is "net to you," according to the letter, with no commissions deducted. "I feel sure I can deliver a quarter-hour a week, with the political party sponsors paying for the lines, plus 30% of card rate," Mr. Healey wrote. "This will allow of our selling the balance of the line-rented hour . . . at premium station rates. See what I mean? Again, the feed to you would be from Albany."

Mr. Healey recalled a similar plan for a "Save The Baby" series. "Once the lines are set up, we can use them profitably for all stations," he said. One of the stations approached referred the matter to NAB District Director Michael R. Hanna, WHCU Ithaca, N. Y.

MAYFLOWER

Ask Right to 'Speak Fully'

FULL recognition by the FCC of the right of all broadcasters "to speak fully" was demanded last week by the Radio News Subcommittee of NAB's Program Executive Committee.

In advising broadcasters to editorialize with caution following FCC's nullification of the Mayflower rule, the subcommittee urged broadcasters to keep in mind that listeners must have faith in facts presented, in the intelligence and integrity of the broadcaster, and in his motives.

The subcommittee's new stand was taken in connection with its latest revision of the NAB pamphlet titled, "Radio News Recommendations." It is designed to guide member stations in operating their news departments. The pamphlet suggests that fact-finding organizations be utilized in documenting station editorial positions.

Action of the subcommittee was taken as a result of the FCC's June 2 decision which nullified the Mayflower ban on editorializing but at the same time said in effect that the privilege should not be used to achieve a partisan or one-sided presentation.

This qualification drew objection from the subcommittee, which contended that it will never be satisfied until the right of all broadcasters to speak fully is recognized by the FCC.

The subcommittee meeting was held at Chicago during the NAB Program Clinic (see story page 25). Members attending were Wilton E. Cobb, WMAZ Macon, Ga., chairman; James L. Howe, WCTC New Brunswick, N. J.; Sig Mickelson, WCCO Minneapolis; Arthur C. Stringer, NAB staff director and subcommittee secretary.

IBEW VS. CBS

Union Takes Strike Vote

INTERNATIONAL Brotherhood of Electrical Workers has taken strike votes against CBS in New York and Hollywood in its wage dispute with the network, Charles Calame, business agent of IBEW, Local 1212, New York, said last week.

IBEW also has an NLRB election for a union shop or open shop coming up in New York July 13. Since strikers could not vote in the NLRB election, it was said there is little likelihood of any strike at CBS at least until after the election.

FM ADVANCES

Ware Reviews Progress

FM BROADCASTERS have made "outstanding gains during the first six months of 1949," FM Assn. President William E. Ware, KFMX (FM) Council Bluffs, Iowa, declared in a semi-annual review based on a survey of FM station activities.

Mr. Ware listed examples of FM station promotional efforts; surveys proving coverage of FM outlets; expansion of audience through better programming despite AM and TV competition, and lack of financial support from networks.

"FM's future still demands aggressive know-how of FM broadcasters," he said, "if the industry is to hold the substantial gains it has made. There is no place in FM for those who do not have the will or determination to make the industry—and their individual stations—a success and a valuable service to the public. Competition is too keen for the public to accept FM merely on its virtues as a superior method of broadcasting.

"The FM industry must prove itself and it is doing this in the face of severe handicaps."

Mr. Ware listed such obstacles as competitive obstructions, postwar apathy of the FCC, lack until recently of low-cost high-quality FM receivers and the fact that advertisers have been "misled" concerning AM coverage.

How spot time buyers benefit from Service-Ads* in SRDS

Take this WGY ad, for instance. It highspots up-to-press-time information on Coverage, Sales Potential, Audience, Mail Pull, Results, Cost . . . additional information that helps you when you're making station selections or that suggests the availability of further data you may want to consider.

Time buyers tell us such Service Ads* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets of specific interests.

We're doing what we can to get stations to make real Service-Ads* of all the space they use in SRDS Radio & TV Section. For example, the SPOT RADIO PROMOTION HANDBOOK we've just published describes the kind of station information time buyers say they want. If you would benefit from better station promotion, why not mention the Handbook to your radio friends. They can get copies from us at a dollar per.

*Service-Ads in SRDS are informative ads near listings that sell by helping buyers buy.

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media-Buying Function
333 NORTH MICHIGAN AVENUE • CHICAGO 1, ILL.

XUM

On All Accounts

(Continued from page 16)

so well, Bill was offered a job on the KFEL news staff.

In 1939 he was made director of news, sports and special events. For his announcing of the National AAU Basketball Tournament in Denver in 1936 he was named "best sportscaster of the year" by a national magazine.

He left the station in 1942 to become a freelance announcer and the manager of a newsreel theatre there. Later that year he was offered the job of regional radio director for Office of War Information, a position which he held till March 1944. In that job he was busy recruiting everything from WACS to tin cans.

Both the East and the West beckoned in 1944. The East with a job as head of a New York station's sports department; the West with a production job at Allied Advertising Agencies, Los Angeles. Sunny California won, and Bill went to Los Angeles. Promotions there were rapid. In 1945 he was made head of the production department; in 1946, when Walter McCreery, then general manager of the agency, left to join the partnership of Smith, Bull & McCreery as president, Bill was made general manager.

Still keeping touch with sportscasting, he became sports announcer for Associated Oil Co. in 1945; and in 1948 was made senior sports announcer for the Southern California area.

His television career began in 1946 when KTLA asked him to announce telecasts of ice hockey games. Since then he has done several other announcing jobs for them totalling over 500 broadcasts. This year he was voted by fans "most popular West Coast television personality" and "top West Coast sports announcer." Two "Bill Welsh Nights" have been held in Los Angeles this year—the first honoring him at completion of his third season of announcing ice hockey games at Pan Pacific Auditorium; the second at South Gate Arena after his second year of announcing boxing matches.

Bill carried out the theme of "not appreciating what's in your own back yard" when he married Olive Duplice in 1939. For Olive, a Denver girl, met Bill 500 miles away from their Denver homes in Bozeman, Mont., when he went to cover a U. of Denver-Montana State College game for KFEL and she went to root for the former school's team. The Welsh's home is in Burbank, surrounded by a Doberman Pinscher.

His favorite sports, for his own indulgence, are golf, at which he's beaten by his wife (she was fourth flight City Champion last year), and swimming, in which he sustains his ego. He is also the proud sponsor of a municipal softball team of junior high school boys who call themselves the "Bill Welsh Dodgers."

His club membership includes San Fernando Valley Country Club, Press Club and Los Angeles Chapter of Football Writers of America.

First 15 Program Hooperatings—June 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+ or —	Pos.
Walter Winchell	279	Kaiser-Frazer (Weintraub)	15.5	16.4	—0.9	1
Orig. bcst.	13.8					
Added by 2d*	1.7					
Radio Theatre	149	Lever Bros. (JWT)	13.1	—	—	—
Godfrey's Talent Scouts	155	T. J. Lipton-Div. Lever (Y&R)	12.2	12.2	0.0	5
Suspense	164	Electric Auto-Lite (N-E)	12.1	—	—	—
My Friend Irma	153	Pepsodent-Div Lever (FC&B)	11.9	—	—	—
Crime Photographer	149	Toni Co.-Div. Pepsodent (FC&B)	11.7	8.6	+3.1	23
Mr. District Attorney	160	Bristol-Myers (DC&S)	11.6	10.7	+0.9	11
Louella Parsons	259	Andrew Jergens (Orr)	11.3	7.2	+4.1	43
Orig. bcst.	10.5					
Added by 2d*	0.8					
Curtain Time	145	Mars Inc. (Grant)	9.8	4.6	+5.2	86
Big Story	162	American Cigarette & Cigar (SSC&B)	9.8	10.7	—0.9	12
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	9.4	9.9	—0.5	16
Judy Canova	144	Cog.-Palm.-Peet (S&M)	9.2	9.3	—0.1	18
Stop the Music (8-9 p.m)	182		9.1	13.0	—3.9	4
(8-8:15, 7.1)		P. Lorillard (L&M)				
(8:15-8:30, 8.4)		Eversharp Inc (Biow)				
(8:30-8:45, 10.5)		Speidel Co. (C&P)				
(8:45-9, 10.2)		P. Lorillard (L&M)				
Dennis Day	144	Cog.-Palm.-Peet (Bates)	9.1	8.3	+0.8	27
Our Miss Brooks	151	Cog.-Palm.-Peet (Bates)	8.8	—	—	—

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

Paleys to Europe

WILLIAM S. PALEY, CBS chairman of the board, and Mrs. Paley left New York last Friday aboard the *Nieuw Amsterdam* for a vacation tour of Europe.

EXTENSION DENIED

July 31 Is WJBW Deadline

PETITION of WJBW New Orleans for temporary extension of license to Oct. 1 was denied by FCC last week and the station was given to July 31 to wind up affairs.

The petition, filed by station owner Charles C. Carlson, asked extension to that date to allow employes to seek other positions and to provide continuity of service until Mr. Carlson's ex-wife, Louise C. Carlson, begins operation of her new station there.

FCC previously denied license renewal to WJBW on grounds of repeated technical violations and awarded the station's facilities, 250 w fulltime on 1230 kc, to Mrs. Carlson. Mr. Carlson appealed, carrying the case to the U.S. Supreme Court without winning relief [BROADCASTING, June 20].

In a petition opposing the WJBW extension request, Mrs. Carlson informed the Commission she planned to commence program tests before Aug. 15. Her new station is WADW.

RCA VICTOR

Shifts Record Dept. Execs.

IN A MOVE designed to intensify its promotion of the new 45 rpm records RCA Victor's record department has realigned some of its key personnel, Paul Barkmeier, department's general manager, announced last Tuesday.

Jack Hallstrom, who has been serving as director of popular artists and repertoire, moves up to become assistant to the general manager. Succeeding Mr. Hallstrom in his former post is Joseph Csida, who will also continue his duties as assistant director of public relations.

Jack M. Williams has been appointed assistant director of distribution. Replacing him as general sales and merchandising manager is Lawrence Kanaga, who has directed sales campaigns in the field.

NABET CHARGES

Filed With NLRB

NABET last week filed unfair labor charges with NLRB against Technical Employes Union, a group of engineers at WOR New York who formerly were NABET members but broke away from the latter organization during recent NABET-WOR wage negotiations.

NABET's action against TEU was in the nature of a counter to the petition for an NLRB election. TEU claims it now represents by a big margin a majority of WOR engineers.

Ground for the NABET unfair claim against TEU, said Clarence Westover, executive secretary of NABET, is that TEU has threatened WOR engineers with loss of their jobs if they did not join TEU.

A preliminary NLRB conference on the NABET-TEU dispute is scheduled for tomorrow. Engineers at WOR are meanwhile continuing to work under the NABET contract which expired May 31.

Feature of the Week

(Continued from page 16)

become foundation animals for permanent herds. A broader goal is to stimulate improvement of the livestock population in the area.

Seven breed associations—Holstein, Jersey, Ayrshire, Brown Swiss, Aberdeen Angus, Guernsey and Hereford—are cooperating with WTIC in the Farm Youth Program. Each has named a man to an advisory committee. These breed representatives are responsible for selecting the calves and determining a fair price for them.

The supervision of the individual projects is in the hands of the 4-H Club agents and teachers of vocational agriculture who also are represented on the advisory committee.

New McCoy Duties

JOHN E. McCOY, chief of the FCC Law Bureau's Television Section, last week was given the additional duties of acting chief of the FM Section for the next two months, during the absence of FM Chief Hilda D. Shea.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
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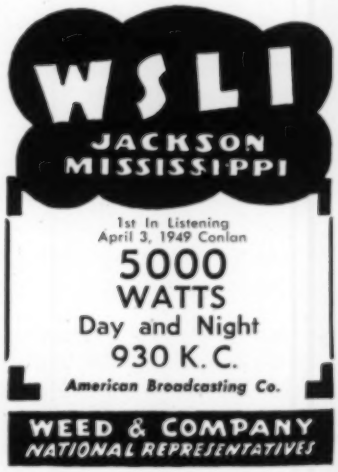
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.



A Service of Broadcasting Newsweekly

TELECASTING

JULY 4, 1949

'VIDEOTOWN'

TV Audience Increases 500%

TELEVISION families are more typical of the community as a whole than was the case a year ago, according to a TV census conducted in a "real city" by Newell-Emmett Co., New York agency. The TV audience has increased 500% in the year.

Following up a complete count of television homes in April 1948, Newell-Emmett took another census this past April to find out just what had happened in "Videotown," its TV laboratory. The agency contacted every dwelling with a TV antenna on the rooftop, and reached those with indoor antennas by asking each home for names of other families with sets. Videotown is self-contained; has a population of about 40,000; is 35-40 miles from New York, and has reliable reception.

Analyzing the families with sets, Newell-Emmett found that ownership in the middle class has grown so rapidly that there are almost as many TV sets per thousand in that group as in the upper class. Set ownership in the lower class lags but current buying is at a rate as high as the upper class and ownership may soon equal it.

Rapid growth of ownership in lower and middle groups is ascribed to their greater interest in TV sets, which become the center of social life. While the agency did not study program preferences and listening habits, it found that "after a year of set-ownership only a slight drop in usage could be detected," with interest kept at a high level by increase in programs available and rapidly improving quality of telecasts.

Set Makers' Competition

Newell-Emmett observes that the battle of set makers is under way, "a battle of make against screen size and no make is firmly entrenched." Videotown data are not affected by such factors as opening of a cable, or a second or third station, making it possible to measure accurately basic TV changes in a year.

Just a year ago only 208 families had TV sets in Videotown. The total has risen to 1,241. Of the original 208, four no longer have a set. One gave up the TV set because of upkeep costs, one set was stolen and two families left town.

One out of nine homes has a set compared to one out of 50 a year ago. Videotown has consistenly shown a lower percentage of saturation than New York, but the rate of growth in TV ownership has increased about 500% in the year compared to 200% in New York as shown by NBC data and 300% as shown by The Pulse Inc.

Percentage of TV sets in two-family homes doubled in the year, from 18% to 36%, whereas it dropped from 25% to 19% in the case of multiple dwellings. This reduced the percentage of all sets which are located in private homes from 57% to 45%.

Main factor still affecting the trend of TV families toward characteristics of the town as a whole is the imposing of restrictions by landlords plus income factors in tenement sections.

The Newell-Emmett study shows the size of the average TV family dropped from 4.0 persons per family in April 1948 to 3.89 in 1949 but still is above normal. Number of children under 10 increased.

In defining socio-economic levels, the agency took into account the occupation of all wage earners, size of family, type of house, rent and other elements. Tax, zoning and rental soures also were examined, along with voting records, for data on the city as a whole.

Nearly half of TV set owners admit financing their purchase, with an increase noted as the market has shifted from well-to-do to

(Continued on page 69)

* * *

CROSS-SECTION OF VIDEOTOWN FAMILIES

TV DECISION

Partial Freeze Lifting Seen

SIGNS that FCC may be disposed to make a partial lifting of the television freeze—if it is possible—were seen last Thursday in its release of a letter promising a decision within a few weeks.

The letter was sent to Television Broadcasters Assn., which had asked for removal of the freeze from 22 channels in 11 market areas where, TBA claimed, there is sufficient co-channel separation to permit grants now [BROADCASTING, June 20]. This, TBA reasoned, would step up equipment and set production and help avoid a bottlenecking of orders when the freeze is lifted in full.

FCC withheld decision until its proposed new rules and allocations have been completed and are released early this month, which it felt would cause delay of only "two or three weeks." But the language it employed, and the fact that it made the letter public, were considered significant. Normally FCC does not make a public announcement when it delays action by only "two or three weeks."

FCC's letter said:

The Commission has considered your recommendation with extreme care, and is very much concerned with the problems that impelled your letter.

With a view to determining the feasibility of a partial lifting of the "freeze" in the cities mentioned, the Commission made a thorough study of each of the channels and cities involved, and has considered particularly the possibility that the revised proposed table of frequency allocations to be issued in the near future may contain certain changes in the channels allocated to the cities you mention.

The Commission's engineers are in the midst of their study of this problem, and are actively preparing the revised table of frequency allocations. While the Commission has not yet reached a determination on the question, it appears likely at this time that the revised table will contain changes in channel allocations in several of the cities and channels you mention.

Since the Commission expects to issue a further notice of proposed rule-making [relating to UHF-VHF] early in July, including a nation-wide revised table of frequency allocations, it appears desirable at this time to withhold action on your recommendation until such a further notice has been issued. This will only cause a delay of two or three weeks, and at that time the Commission will be in a much better position to consider your recommendation.

Wherever the proposed new allocation table contemplates changes in existing channel assignments, it would be impossible to lift the freeze until the allocations become final. Thus FCC's belief that there will be changes in some of the cities mentioned by TBA cast doubt on the probability of advance licensing in those areas. Whether there will be others where no changes will be involved cannot be foretold. TBA's recommendation was based upon a study of the entire present allocation chart, and the 11 market areas it mentioned were described as the minimum number where conditions will permit grants now.

The areas specified by TBA, with the number of channels current involved in each, are as follows: Amarillo (5); Denver (1); El Paso (2); Sacramento (3); Salt Lake City (1); Corpus Christi (3); San Diego (2); San Francisco (1); Seattle (1); Stockton, Calif. (2); Tacoma (1).

Meanwhile the Commission was pressing to meet the first deadline it set for itself in untangling the television problem—issuance of the proposed new rules and allocations by the end of the first week in July [BROADCASTING, May 30]. The target date is about July 7—Thursday—and authorities were hopeful that the release could be made by then or at least by Friday. These proposals, covering both the present VHF and the UHF channels and making provision for testimony on color TV, will be the subject of a hearing in mid-August.

XUM

FILM COUNCIL

Considering Licensing Operation

NATIONAL Television Film Council is giving serious consideration to functioning for TV film producers as ASCAP presently performs for music authors and publishers.

This fact was made known Thursday at the first quarterly forum meeting of the NTFC in New York.

Skeleton framework of the projected activity calls for the assigning of all rights of film produced for television to NTFC, which in turn would register these rights with the Copyright Office in Washington, D. C.

Such a project, combined with the NTFC's standard exhibition contract and its TV film clearance bureau which is currently being worked out, would make the council the equivalent of ASCAP, it was said.

The NTFC forum, held on its first anniversary, consisted of three forum panels and a dinner meeting at which Col. John R. Howland, assistant to the president of Zenith Radio Corp., explained Phonevision.

Plans Progress

Before the dinner meeting, Col. Howland told BROADCASTING that work to set up the Phonevision experimental testing in 300 homes in the Chicago area this fall had progressed to such a point that tentative agreements were in process with the Illinois Bell Telephone Co. and that price to viewers had been worked out. Set owners in the test period will have to pay $1.00 to see each Phonevision program, which will be a first-run feature movie.

Col. Howland also told BROADCASTING that one other manufacturer besides Zenith would be making TV sets capable of adaptation to Phonevision. He would not reveal the name of the other manufacturer.

One of the panel discussions, on the use of films by television stations, at which Ed Evans, WPIX (TV) New York film relations director, presided, produced a wrangle as to the worth of films on television.

Chester Kulesza, head of television production at BBDO, stated he believed that it was at present more economical to produce live TV programs and commercials than to do so via films and that the quality of live shows is apt to be higher.

Melvin L. Gold, president of NTFC, took issue with that viewpoint. He defended quality possible in motion picture work and stated that by use of kinescopic films a program such as the Milton Berle show could be produced more economically on film than live. He explained the latter point by stating that saving would be possible through decreased rehearsal time needed for a kinescopic version.

Robert Paskow, treasurer of NFTC and in charge of films at WATV (TV) Newark, told of several sales success stories obtained through the use of films on his station.

In one case, he said, his department was given some 16 and 35 mm films to boost Camp Skybird in Vermont, a children's camp with a capacity of 60 children. A five-minute commercial was made of the film, telecast four times and produced 6,000 replies.

He told of another film showing a house for sale which after one running resulted in a $50,000 deal.

To make films a still better television tool, he urged standardization of sizes of slides, cue markings and leaders. He recommended that the NTFC work for such standardization.

He also criticized television stations for trying to do a film job with inadequate and untrained staffs and said the smallest station needed at least three persons in the film department.

Stanton Osgood, CBS film expert, stressed the need for continuity of idea, theme or personalities in films for which sponsors are sought.

He said a great need exists in New York for a studio entrepreneur to provide full facilities where a producer can take his program or commercial for shooting. That, he said, would help hurdle the present barrier of high film costs.

Andrew Jaeger, film director at DuMont network, expressed the belief that film features have a good chance to find sponsors. He told of sponsor negotiations currently going on for western films DuMont is telecasting.

At a distribution forum, John Mitchell, sales manager for United Artists TV, expressed the opinion that theatrical type films are rapidly losing favor with sponsors who desire a product made to television specifications. Like Mr. Gold, he believed that films can be produced at costs necessary to meet the demands of stations, agencies, and sponsors.

COMPLETION of the 760-ft. tower for WOR-TV New York was marked June 23 with special ceremonies at the site in North Bergen, N. J. An American flag and a spray of laurel, flown by Trans World Airlines from Athens, Greece, were raised to the top of the tower. Examining the laurel before its ascent are (l to r) Theodore C. Streibert, president of WOR; Charles H. Singer, assistant chief engineer; Doris Johnston, TWA hostess, and Harry J. Terker, president of Terry Steel Contractors, which built the tower. WOR engineers expect to start test patterns from the giant tower in August.

TV HOOPER

First Network Report Released

THE FIRST Network TV-Hooperatings Report, covering 61 commercial TV network programs broadcast in May, was released and explained by C. E. Hooper, president of the broadcast audience measurement firm, Tuesday morning during a subscriber meeting at the Biltmore Hotel, New York. A Chicago subscriber meeting was held Wednesday at the Drake Hotel in that city.

The TV report is modeled on the familiar Network Hooperatings reports for radio programs, Mr. Hooper explained. It is based on coincidental telephone calls made the first and third weeks of the month in all cities regularly measured by his organization which also have TV facilities. In May there were 31 such cities, he said, adding that this number will be increased to 33 for June and 37 for July, with further increases as more TV stations go on the air. The May report includes all TV cities except New Haven, Albuquerque, Dayton and Erie, he said, adding that their omission did not materially affect the results.

Two types of ratings are reported for each commercial TV network show: A TV-Hooperating, which is the percent of the estimated number of radio homes in all cities in which the program is broadcast which viewed the program, and an estimated Network Telerating, which is the percent of the estimated number of TV sets in those cities which viewed the program. In each case the estimated number of radio or TV homes covers a 50-mile radius around each city and the report, for each program, shows the estimated total of sets for all the cities in which the program is broadcast.

The TV-Hooperating is accompanied by the program's share of the broadcast audience at that time; the percent of homes using radio then; the percent using TV then, and the percent using either or both. The estimated Network Telerating—and Mr. Hooper urged that the word "estimated" be attached to these ratings for the present—is accompanied by that program's share of the total TV audience and the estimated percent of TV sets-in-use at that time.

On a facing page of the report are individual city TV-Hooperatings for New York, Chicago, Los Angeles, Philadelphia and Washington. Following the ratings is a section of TV program notes, listing program, sponsor, agency, network, time of live broadcast and list of cities, with times of broadcast by stations using kinescopic repeats of the original broadcast.

Section Two of the report, on basic audience trends, shows the percent of homes using radio and/or TV or either, and TV's percent of radio, by half-hour evening periods for each day of the week; for the total 31 TV cities, and for each of the five cities listed above. For these cities the report also includes a station-by-station rating and share of audience for each program period. All 31 cities are covered in a share of broadcast audience report for each evening of the week and for daytime by Sunday, Saturday and a Monday-through-Friday average. Report

(Continued on page 69)

LEVY BROTHERS

Buy Into Film-TV Firm

THE Levy Brothers of Philadelphia, Dr. Leon and Isaac D., CBS board members and members of the board of directors at WCAU Philadelphia, from which they resigned last April 1 as president and general manager and vice president and general counsel, respectively, have purchased an undisclosed interest in a New York film and video company.

Aaron Katz, president of Official Films Inc. and Official Television Inc., announced last week that the brothers have "acquired an interest" in the firms, and will serve as board members in each corporation.

NRDGA

Video Advantages Discussed in Chicago

TELEVISION will never replace newspapers, but it will change completely "the complexion of today's radio," in the opinion of M. J. Markowitz, vice president and sales promotion manager of Alexander's department stores, New York. Mr. Markowitz addressed the joint session of the sales promotion division and the visual merchandising group Tuesday afternoon at the annual convention of the National Retail Dry Goods Assn. in Chicago's Stevens Hotel.

Comparing TV with newspapers and radio, the speaker said no other advertising medium has the advantages of TV. "It demands complete concentration, and therefore the impact of its impression is greater . . . everything and everyone cease to exist, as it is sound movies brought into the home."

TV can show merchandise in action, attaining "an almost third-dimensional quality. And, through proper medium manipulation of sight and sound, we can create a greater appeal to the other senses of taste, touch and smell. The possibilities become almost limitless with the addition of color, greater flexibility and transmission and reception improvements."

Video "will never replace the newspaper, but should become a valuable adjunct." Drawbacks of TV are that programming must be viewed according to a specific schedule and a message once missed is "gone forever." Mr. Markowitz pointed out that the current tendency is to use television for prestige, but this—along with the fact that it is "basically entertainment with a short dose of advertising, and may never replace the straight commercial message of the newspaper ad"—may change as more sets are installed in homes.

Comparison of Media

Contrasted with radio, TV has the advantages of "concentrated attention, visual as well as verbal presentation of products, and more chances for ingenious and convincing presentations." TV, he added, "loses out on one important score, which is one of its strongest points —concentration."

Discussing whether the new medium "pays," Mr. Markowitz said it does not if used "as the sole means of bringing people into your store. But if it means stealing a page away from newspaper schedule, it can give extra impetus to the remaining pages that will make them far more productive."

Most sales promotion people are ready to admit doubt in using radio and TV advertising, according to Walter L. Dennis, the other panelist. Mr. Dennis is radio and television director for the Allied Stores Corp., New York chain. Outlining his organization's experiences with radio, he explained the simple formula he applies — consistency, quality and repetition. "This is equally true of TV, with some adjustment and qualification of the repetition factor."

"Our greatest successes in radio advertising were achieved by building local programs to perform distinct audience services. These were worked out with stations locally, and radio personnel in each store cooperated on programming and merchandising."

Answering the stock question of all retailers—"What do I use on television?—Mr. Dennis discussed the commercials and programs being put on film by production companies. "Within a few years there will be thousands of film presentations from which the retailer may make selections. These, he explained, can be combined with live action. He outlined in detail functions of a film service dealing entirely with commercial films for retailers.

Guest speaker at the AM-TV session during the three-day convention was Judge Justin Miller, president of the NAB who was in Chicago to address the NBC-Northwestern U. Summer Radio Institute and the NAB's first program clinic. (See separate stories.) Judge Miller described broadcasting "as a retailer's major advertising tool which is here to stay."

He stressed the role of retailers as the largest customers of broadcasting, tracing the medium's growth over the past few years and recalling that in 1940 the national advertiser for the first time spent more advertising dollars in radio than in newspapers or magazines.

In 1947 and 1948, according to NAB surveys, "retailers spent more money in radio than anyone has ever spent before," he said.

The NAB president reminded the advertising and sales promotion managers that the industry is "well prepared to work on any special retailers problems." He concluded with a prediction that developments of the NAB in cooperation with the Dry Goods Assn., combined with research and progress in advertising copy, "will make for easier and less expensive selling in increasingly competitive markets in the years ahead."

Col. Ranger (r) and Dr. John G. Frayne, co-author of Elements of Sound Broadcasting [BROADCASTING, *June 20*], *inspect tape equipment.*

* * *

TAPE FOR TV

IRE, SMPE View Equipment

MEMBERS of the Institute of Radio Engineers and the Society of Motion Picture Engineers received a closeup of the Rangertone Synchonized Tape, as applied to sound recording for television, at a meeting held in NBC New York studios.

Col. R. H. Ranger explained its application and a regular TV film with normal sound track was played simultaneously with tape to enable comparison of the two methods. For double system recording, where sound and picture are separately recorded, tape reduces cost of material by 20 to 1, Col. Ranger said. Several television commercial shorts have been made with the tape intermediary, with the final film sound recording made from the tape. Smaller equipment is used for recording which enables sound recording to be made on location.

No auxiliary equipment is necessary for sound synchronization on recording. Synchronizing equipment is included in the console model for use by station, and for normal sound playback on television, he pointed out.

JONES' TV VIEWS

It Won't Kill Other Media, He Says

DUANE JONES, president of the agency bearing his name, said last week that television was a "great new advertising medium" but that no other media need fear destruction because of its impact.

Speaking at a June 28 meeting of the Newspaper Advertising Executives Assn. Inc. in the Roosevelt Hotel, New Orleans, Mr. Jones described television as "a strong selling force."

Mr. Jones

"But," he said, "I firmly believe that anything that makes advertising pay more in one medium increases the value of advertising in every medium, and makes the total result even more profitable."

He likened the present development of television to the early days of radio. "Many of you," he said, "will remember that when radio first began, newspaper publishers were inclined to look upon it as a competitor and something they should not foster. But actually it was not so much of a competitor—it turned out to be an auxiliary, improving the total efficiency of all advertising.

"I have reason to believe that the same thing will be true of television with respect to newspaper advertising."

Mr. Jones said that although his agency recognized the enormous influence of television, "we are in no sense hysterical about climbing on this new bandwagon. . . . We feel that each medium—be it daytime radio, evening radio, car cards, outdoor, direct mail, television or newspapers—has its particular advantages for particular products and problems."

He quoted a study made last fall among New York television set owners who had responded to premium offers made on Duane Jones television programs. At that time 21% of the set owners said their newspaper reading had diminished after they got video sets. A recent survey among the same people showed only 16% were doing less newspaper reading.

Additionally, Mr. Jones said, the surveys showed that television changed reading habits. Thirty-five percent of the people reported their interest in newspaper sports pages increased because of television, for example.

BEGLEY APPOINTED

Heads NBC-TV Talent Group

MARTIN BEGLEY, producer, director and writer for more than 25 years, was last week named talent procurement supervisor of NBC-TV program department.

Mr. Begley, who started in show business in 1923, has been personal manager for the past two years for his brother, Ed Begley, Hollywood radio, stage and screen actor.

HAL HUDSON

Joins CBS TV Hollywood

HAL HUDSON, for past year program manager of KTTV (TV) Los Angeles, has been named manager of CBS television network program department in Hollywood. In this capacity he will assist Harry Ackerman, CBS vice president in charge of network programming for radio and television, Hollywood.

For five years before joining KTTV Mr. Hudson was with CBS as Western Division program director.

Robert H. Forward, assistant program director of KTTV, replaces him as acting program director. Mr. Forward, who joined KTTV at beginning of this year, had previously been assistant program director at Don Lee Broadcasting System, Hollywood.

WRTB PETITION

Challenges Avco Rule Repeal Order

MEREDITH Engineering Co. last week challenged FCC's repeal of the Avco Rule on station transfers [BROADCASTING, June 13], claiming the Commission had overlooked Meredith's competing bid in the proposed sale of Raytheon Mfg. Co.'s WRTB (TV) Waltham, Mass., to CBS.

In its repeal order, the Commission had said that "there are no competing applications on file" in any pending transfer case.

This, Meredith claimed, was an error. The petition quoted FCC staff members as saying that Meredith's WRTB bid was "inadvertently overlooked." It was filed last November, offering to match CBS' $242,000 bid for the Raytheon television outlet, the petition noted.

Meredith offered no objection to elimination of the Avco Rule as such, so long as the repeal is not made retroactive to affect competing bids already on file. The company asked for a revision to make that distinction, maintaining that otherwise it would be deprived of its rights. If the repeal is retroactive, the company continued, "there is a grave question . . . whether the order is not illegal in its entirety."

Meredith Engineering is a subsidiary of Meredith Publishing Co., publisher of *Better Homes and Gardens* and owner of WHEN (TV) Syracuse and of televison applicants for Albany and Rochester. Its petition was filed with FCC through Haley, McKenna & Wilkinson, Washington counsel.

FCC seemingly will have to rule on Meredith's petition before proceeding with the WRTB transfer case.

The future of WRTB in itself has been in question for months, as result of an FCC hearing to determine whether Raytheon has proceeded diligently with construction and should be granted the additional time it requested. Hearing Examiner Hugh B. Hutchison, however, recommended 10 days ago that completion time be extended on condition that the station be ready for commercial operation within 90 days [BROADCASTING, June 27].

Under FCC's new procedure, the examiner's initial decision will become final 40 days after issuance unless called up for review by the Commission on its own motion or unless protested by qualified participants. WRTB is assigned Channel 2 (54-60 mc).

KRTV (TV) CASE

Unable To Comply—Cowles

PRESIDENT John Cowles of Northwest Broadcasting Co., permittee for KRTV (TV) Minneapolis, told FCC last week that Northwest is powerless to comply with the Commission's requirement that overlapping stock ownership of KRTV and WTCN-TV Minneapolis be eliminated [BROADCASTING, March 21].

He said the Minnesota Tribune Co., which is the ownership link between the two stations, has refused to sell either its 14.6% interest in the Minneapolis Star and Tribune Co., which is Northwest's parent corporation, or its 50% interest in Minnesota Broadcasting Corp., owner of WTCN-TV. Nor would it "trustee" its Minneapolis Star and Tribune stock with someone unconnected with any television station, he declared.

Dissolution of the ownership ties was made a condition of the KRTV grant, issued in March 1948. A similar condition was imposed on the grant for WTCN-TV but later was removed because "the common ownership situation did not exist" when the WTCN-TV grant was issued in October 1946.

Mr. Cowles' letter was submitted under date of June 23. Deadline for divorcement of the stations had been set at July 1 by FCC.

'SMALL FRY' SHOW

Ziv Contracts With DuMont

ZIV Television Programs Inc., subsidiary of Frederic W. Ziv Co., New York and Cincinnati package producer, announced last week a contract with the DuMont Television Network for Bob Emory's *Small Fry Club* (Mon.-Fri., 6-6:30 p.m.).

Contract covers the company's Walter Lantz cartoons which will be features on the program across-the-board for six months, effective today (Monday).

World Broadcasting System, another Ziv-owned operation, announced simultaneously the signing of 66 renewals and extensions, and of 24 new contracts for its World Program Service library by U. S. and Canadian stations.

ED WYNN

Signs for CBS-TV Series

ED WYNN, one of radio's pioneer comedians, has signed with CBS-TV to originate a weekly television series from Hollywood. Program will be carried in the East by film recordings.

The William Morris Agency Inc. represented Mr. Wynn in negotiations with CBS.

RTDG-NBC Talks

RADIO and Television Directors Guild, in its effort to obtain a contract with NBC for TV directors, will meet with the network tomorrow (July 5). At that time NBC is expected to detail the reasons why it is opposed to having its TV directors under union contract. It is known that thinking behind the network's position is that it believes the TV director to have so much authority that he is an important part of management itself.

WXYZ-TV Detroit built this 70-ft. tower so that it could telecast the 4-day Motor City Open Golf Tournament at the Meadowbrook Country Club, Northville, Mich. The golf course is 22 miles from the WXYZ-TV transmitter atop Detroit's Maccabees Bldg. A 4-ft. microwave reflector was used on the tower to carry the pictures, and the audio circuit was carried by regular telephone lines. Final day's telecast was sponsored by Altes Brewing Co., Detroit, through McCann-Erickson, Detroit.

WGN-TV CHICAGO

To Dedicate New Antenna

WGN-TV, *Chicago Tribune* television outlet, will dedicate its new transmitter and antenna atop Tribune Tower in a special telecast tomorrow (Tuesday). The program, titled *The Picture of Progress*, will be in two parts. The first will feature Col. Robert R. McCormick, *Tribune* publisher, in a dedicatory speech tracing the history of WGN Inc. in the radio and television field. A film and narrative account of the new equipment and "what it means to Chicago televiewers," also will be presented.

The second portion of the program will present radio, theatre and nightclub entertainers with Lee Bennett, WGN-TV announcer, as m.c. The station's new antenna will be 610 feet above ground level.

NBC Signs WFMY-TV

WFMY-TV Greensboro, N. C., has signed with NBC-TV as that network's 46th video affiliate. The television station, to begin operations on Sept. 1, is owned by the Greensboro News Co., of which P. T. Hines is general manager. The station is also a CBS primary and a DuMont affiliate [BROADCASTING, June 30].

TV Double Features

DOUBLE FEATURE movies will be shown over WJZ-TV New York every Tuesday from 7:30 to 9:30 p.m. this summer, starting tomorrow (July 5). According to Nat Fowler, in charge of films for ABC-TV, the features all will be light comedies produced between 1940 and 1945.

AT&T, TOA TALKS

Theatre TV Will Be Topic

THEATRE OWNERS Assn. is planning to confer with AT&T as its next step in inquiring into the feasibility of theatre television.

Announcement was made last week after a meeting in New York of the TOA's television committee, headed by Mitchell Wolfson, and of the theatre television committee of the Society of Motion Picture Engineers, headed by D. E. Hyndman. The SMPE is acting as the technical guide and adviser of TOA in television matters.

The TOA will confer with AT&T to decide whether use of a common carrier or a private carrier system might be cheaper in piping TV to theatres. In pursuing the costs problem, both inter-city and intra-city program rates will be investigated, it was said.

A statement issued by Messrs. Hyndman and Wolfson following their meeting warned the theatre that if exclusive TV programs are to be sent by radio to theatres, the motion picture industry will have to prove its needs to the FCC within the next three to five months. Failure to convince the FCC of the theatre's need will leave only cable for distribution, which may prove uneconomical, they said.

FREDERICK COE

Promoted by NBC-TV

FREDERICK COE, video producer-director, last week was named manager of new program development for NBC-TV program department. Mr. Coe's appointment to the post, announced by Norman Blackburn, national program director, is the fourth appointment occasioned by the recent subdivision of the network's program department [BROADCASTING, June 13].

Mr. Coe will be responsible for creating new ideas for video shows at the network, and will devise new techniques and treatments for television. He joined NBC in 1945, and has been directing the *Philco Television Playhouse*.

WOIC-TV Washington began Saturday programming July 2.

PITTSBURGH *Sun-Telegraph* has added new television column; Video Views," to its entertainment section. Column deals with the industry as a whole.

The Fireworks Will be a Little Late this Year

Carolinians are holding their fireworks until July 15 this year—the debut of the Carolinas' first television station—WBTV—Charlotte.

For years Carolinians have been looking forward to their own television service—a natural outgrowth of the South's Pioneer AM Station, WBT. For months, distributors and retailers have been flooding the Charlotte area with television sets.

TV reception in an area embracing 1,000,000 North and South Carolinians is assured from WBTV's Spencer Mountain tower, rising 1135 feet above the surrounding terrain. Effective Radiated Power will be 16,300 watts for video, 8,200 watts for audio.

Contracts already signed with the four major TV networks will give Carolina viewers a choice selection of the best in network television programs on film.

WBTV offers advertisers the first television approach to the south's market-on-the-move, a minimum of 16 counties with Effective Buying Income* of close to a billion dollars.

** $961,964,000 Sales Management—1949*

Channel 3

WBTV

ON THE AIR JULY 15TH

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, NORTH CAROLINA

Represented Nationally by Radio Sales

EAGLES' VIDEO

Ban Showing, Buy TV Spots

THE Philadelphia Eagles, National Professional League champions, first pro-football team to decide against telecasting home contests next season, have signed with WCAU-TV Philadelphia for one-minute film announcements to promote the sale of 1949 season tickets. The film announcements will feature Steve Van Buren, all-league halfback, who will tell about new players the team has signed and suggest that fans purchase their season tickets early.

Meanwhile, an Eagles' spokesman said that the chief reason for banning telecasts of its home 1948 games was based on a survey of all of last year's season ticket holders who failed to renew. This survey disclosed that more than 40% of those who had season tickets last year said they were not renewing them this season because they had bought TV sets and planned to view the games on them.

L.A. VIDEO DRIVE

Goal—Make City TV Center

FIFTY man committee from various industries and businesses including video, radio and advertising agencies, is being set up by Los Angeles Chamber of Commerce in drive to make that city the nation's TV center.

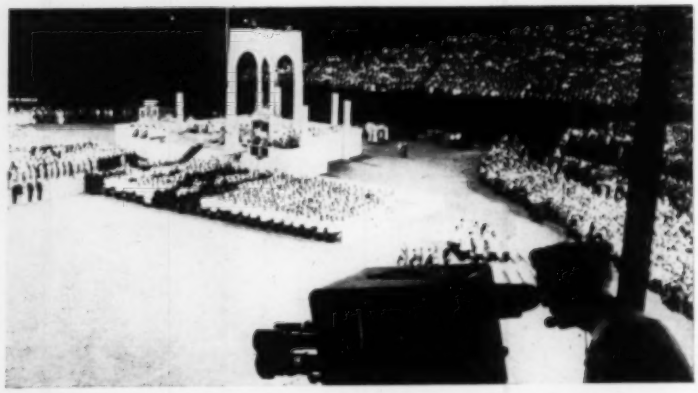
To create greater national and regional business interest in TV generally and to stimulate set sales, group, speared by the C of C television executive committee, will within the next few weeks launch an extensive public relations campaign.

Executive committee includes Harry Lubcke, president of Academy of Television Arts & Sciences and director of television for Don Lee Broadcasting System; Harry Witt, Southern California Broadcasters Assn. and manager of KTTV (TV) Los Angeles; Hal Roach Jr., president, Television Film Producers Assn. and partner in Roach & Beaudette Enterprises; Bill Quinn, general manager, Southern California Radio & Appliance Assn.; H. L. Hoffman, president, Hoffman Radio Corp.; Burt Oliver, Hollywood manager, Foote, Cone & Belding; Edward F. Baumer, director of information and research, Prudential Insurance Co.; Mal Boyd, president, Television Producers Assn. and head of Mal Boyd & Assoc.

WOW-TV Grid Schedule

U. OF NEBRASKA has granted telecasting rights to WOW-TV Omaha for the 1949 home games of its Cornhuskers football team, WOW-TV has announced. Scheduled to begin regular television service Sept. 1, WOW-TV will telecast the first game Sept. 24. Game telecasts will be sponsored by General Electric television dealers, who also will sponsor AM football broadcasts on WOW and KODY North Platte, Neb., according to WOW.

WDTV (TV) Pittsburgh has added seventh day to its programming operations.



CAMERAMAN Tom Foster of WNAC-TV Boston focuses his camera on the colorful ceremonies of the "Holy Hour and Living Rosary for World Peace" which was held recently in Fenway Park, Boston. WNAC-TV brought to televiewers panorama shots of the 45,000 men who attended the outdoor pageant and closeup pictures of the 1,200 priests and brothers in the procession, the drama, the Holy Name Choral Society of 50 voices, and the Benediction service.

RADIO EDITORIAL FIGHTS TV BAN

KDAL Swings Heftily at City Council Action

DULUTH city council's move to ban television in bars brought into sharp focus in the Duluth area radio's newly-won editorializing privilege.

KDAL Duluth moved speedily when the council's intentions became known. Bill Krueger, KDAL newcaster, on his regular 5:45 p.m. newscast, swung hefty blows at the city officials behind the TV ban move.

"Duluth's city council today decided to ban television in city taverns and bars," said Mr. Krueger, as he first gave the facts in the case, then told why he was opposed to the council's action. He continued:

"The drive to ban television is headed by Commissioners Lund and Bodin, although Mayor Johnson says a majority of the council favors the ban. It would kill television in places where liquor is sold.

Cites 'Unlawful' Use

"City Attorney Weinberg is drawing up an ordinance that will put on the ban. He says the council has authority to make unlawful the use of television on premises where alcoholic beverages are sold. In fact, says the city attorney, governing bodies in Minnesota have much wider latitude in regulation of any spot that sells liquor. The two commissioners, Lund and Bodin, indicated there was pressure upon them to ban television in the taverns. That pressure comes from a group of Duluth clergymen.

"In any city, Duluth included, the tavern or the bar is the goose that lays the golden egg. Commissioner Lund would be among the first to admit that the on-sale liquor places in Duluth pay a good fat license fee to the city every year. A tavern owner pays through the nose to the city for the basic right of operating a business. If the city council can ban television sets in a bar, they can ban radios, they can ban pictures on the walls, they even can dictate the type of haircut for the bartender."

Mr. Krueger declared that the elimination of television would kill business. "Let's emphasize," he said, "that regardless of what you think of taverns . . . they are a legitimate business. A tavern is a heavy contributor to the tax treasury of any city. With Duluth in the financial plight it is, the commissioners can ill afford to kill the source of its golden egg supply. . . ."

Accusing the city council of being provincial and "small-townish," Mr. Krueger said: "Just how provincial, how small-town can you get? Television in five years, it's said, will be one of the 10 biggest industries in the U. S. Other cities recognize that and allow television in their bars. But in Duluth we're going to try to stop progress and put the hex on a fascinating new industry. . . ."

ABC HOLLYWOOD

Moves Two TV Departments

ABC Hollywood television program and production departments were to be shifted from 6363 Sunset Blvd. to the recently acquired Television Center at Prospect & Talmadge Sts. on July 1.

Other departments, along with executive offices, will be moved from present site to the new quarters by end of August. Network production and program departments will continue to be headquartered in NBC Bldg. at 1500 Vine St., it was reported.

FILM ON TV

Readied for Viewers

PROGRAM to help TV receiver owners in care and maintenance of their sets has been authorized by the Town Meetings Committee of Radio Mfrs. Assn., meeting in New York.

Preparation of a series of ten one-minute films for telecasting was authorized by the committee, headed by R. C. Sprague, Sprague Electric Co. Television Broadcasters Assn. will cooperate with RMA in preparing the educational films.

Adoption of the campaign grew out of a series of six "Town Meetings" sponsored by RMA. Servicemen reported many of their calls came from set owners who did not understand use of receiver controls and antenna equipment or who had improperly placed their receivers. The film series is to be ready for autumn telecast by all television stations, many of which have indicated they will cooperate.

KARO (TV) STATUS

New Station Bid, Says FCC

KARO Riverside, Calif., the television station of Broadcasting Corp. of America which FCC has said no longer exists [BROADCASTING, March 28], now has been advised by the Commission that its request for facilities changes will be considered a new station application and has been placed in the pending file.

KARO, originally assigned TV Channel 1 (44-50 mc), now reallocated to mobile services, also had been denied additional time to complete construction of its facilities and a request for special service authorization to operate on Channel 6 (82-88 mc). The station's request to modify its construction permit (declared defunct by FCC) to specify Channel 6 was declared a new station application by the Commission. The application and an accompanying petition to allocate Channel 6 to Riverside was placed in the pending file in accordance with the television freeze policy.

Video for the Deaf

VIDEO without audio highlighted a church service telecast by WAVE-TV Louisville. To general viewers the telecast was nothing unusual, but to the deaf members of the TV audience the service was a new and special feature. The Rev. Martin Kosche, minister to the deaf for the Missouri Lutheran Synod, translated the sermon in sign language while talking normally into the television microphones. The choir of the Pilgrim Lutheran Church of Louisville presented the music, with a trio "signing" the numbers at the same time.

TELEVISION GOES BERSERK! ON THE

FIREBALL FUN-FOR-ALL

starring

OLSEN & JOHNSON

Directed and Supervised by

Ezra Stone

A Kudner Agency, Inc. TV Production

EVERY **TUESDAY NIGHT 8 P.M.** E.D.S.T.

Coast to Coast

Beginning June 28th over NBC-TV Network

and July 12th on non-network stations

presented by your BUICK dealer

Telestatus

Network Billings for June

(Report 66)

DROP IN TV network billings was revealed in the latest estimates released by N. C. Rorabaugh Co., showing June total billings about 12% below May. Summer lay-offs have hit TV to the tune of about $110,000 so far this year. May's total billings reached $1,010,518 according to the Rorabaugh estimates, but June dropped off to $891,447.

Among the accounts dropping out of TV in June were P. Ballantine & Sons., boxing bouts; Cluett, Peabody & Co. Inc., *The Arrow Show;* Gillette Safety Razor Co.'s boxing bouts; Household Finance Corp., *Backstage With Barry;* Miles Labs, *Quiz Kids,* and Textron Inc., *The Hartmans.*

June's total of $891,447 brings the 1949 first six-month total to $4,401,965. The second quarter total was nearly $1 million higher than the first quarter total, in spite of the June drop. First quarter network TV billings were $1,764,654, compared to $2,637,311 for April-June.

Listed below are the advertisers, with shows sponsored and billings for May and June:

NETWORK TV BILLINGS, MAY-JUNE, BY ADVERTISERS

Advertiser & Product	Show	TV Network	May	June
Admiral Corp. Radio & TV Sets	Stop The Music	ABC	$10,368	$15,660
	Broadway Revue	DTN	21,400	5,350
		NBC	20,800	15,600
American Tobacco Co. Lucky Strike cigarettes	Your Show Time	NBC	18,360	19,140
Ballantine, P., & Sons Beer & Ale	Boxing Bouts	CBS	4,000	——
Barbasol Co., The Shaving cream	Weekly News Review	CBS	4,400	3,520
Bell & Howell Inc. Cameras & projectors	Action Autographs	ABC	5,440	4,352
Bigelow-Sanford Carpet Co. Rugs & carpets	Bigelow Show	NBC	17,400	22,350
Bonafide Mills Inc. Linoleum	Theatrical Agency	NBC	15,480	16,020
Bristol-Myers Co. Vitalis, Ipana, Sal Hepatica	Break the Bank	ABC	9,768	10,248
Ipana	Lucky Pup	CBS	——	3,540
Buick Div. of Gen. Motors Corp. Buick cars	Fireball Fun for All	NBC	——	10,850
Canada Dry Ginger Ale Co. Ginger ale	Super Circus	ABC	13,560	10,846
Chesebrough Mfg. Co. Vaseline products	Greatest Fights of Century	NBC	5,150	10,240
Chevrolet Div. of General Motors Corp. Chevrolet cars & trucks	Chevrolet on Broadway	NBC	14,400	12,510
Chevrolet Dealers Assn. Chevrolet cars & trucks	Roller Derby	ABC	3,500	7,000
Cluett, Peabody & Co. Inc. Neckwear, sportswear, shirts	The Arrow Show	NBC	8,460	——
Colgate-Palmolive-Peet Vel & Lustre Creme Dental Cream, Vel, Lustre Creme	The Colgate Theatre	NBC	13,500	11,610
	Howdy Doody	NBC	22,320	23,460
Crosley Div. of Avco Mfg. Radios, TV sets & appliances	Who Said That?	NBC	25,080	25,800
Delta Div. of Rockwell Mfg. Homecraft power tools	That's O'Toole	ABC	6,140	1,228
Derby Foods Inc. Peter Pan peanut butter	Super Circus	ABC	12,960	10,368
Drug Store Television Productions Drug products	Cavalcade of Stars	DTN	——	18,800
DuMont, Allen B., Labs TV sets	Ted Steele Show	DTN	19,350	15,480
	Morey Amsterdam Show	DTN	19,920	24,900
Electric Auto-Lite Co. Batteries & spark plugs	Suspense	CBS	12,150	9,720
Firestone Tire & Rubber Co. Tires & tubes	Americana	NBC	16,350	13,080
Ford Dealer Assn. Ford cars & service	Through Crystal Ball	CBS	17,520	17,520
Ford Motor Co. Ford cars	Ford Theatre	CBS	2,950	2,950
General Electric Co. GE products	Fred Waring Show	CBS	46,250	37,000
General Foods Corp. Sanka coffee	The Goldbergs	CBS	14,400	11,520
Post cereals	Small Fry Club	DTN	4,000	4,000
Jello products	Author Meets Critics	NBC	10,750	8,900
Maxwell House coffee	Leave It to The Girls	NBC	10,750	8,900
Gillette Safety Razor Co. Safety razors & blades	Horse Racing	CBS	14,900	7,450
	Boxing Bouts	NBC	16,300	——
	Walcott-Charles Boxing	NBC	——	9,187
Goodrich, B. F. Co. Tires & tubes	Celebrity Time	ABC	12,360	11,328
Gulf Oil Corp. Gas, oil & tires	We, the People	CBS	9,450	8,160
	Gulf Road Show	NBC	11,640	14,820
Household Finance Corp. Loan service	Backstage With Barry	CBS	4,100	——
International Cellucotton Kleenex	Fun for The Money	ABC	——	4,980
Kellogg Co., The Shredded Wheat, Corn Soya	Singing Lady	ABC	13,860	11,088
Kraft Foods Co. Mayonnaise	Kraft Television Theatre	NBC	19,200	24,150
Liggett & Myers Tobacco Co. Chesterfield cigarettes	Arthur Godfrey & His Friends	CBS	31,400	40,250
	Chesterfield Supper Club	NBC	11,120	5,560
Lincoln-Mecury Div. Ford Motor Co. Lincoln, Mercury cars	Toast of the Town	CBS	30,250	24,200
Lipton, Thomas J. Inc. Lipton's Tea	Arthur Godfrey Talent Scouts	CBS	6,600	2,200
Lorillard, P., Co. Old Gold cigarettes	Stop the Music	ABC	10,368	12,960
	Original Amateur Hour	DTN	27,500	22,000
Lowe, Joe, Co. Popsicles	Lucky Pup	CBS	15,300	12,240
Mason, Au & Magenheimer Mfg. Candy	Howdy Doody	NBC	8,300	7,240
Miles Labs Alka Seltzer & vitamins	Quiz Kids	NBC	2,520	——
Mohawk Carpet Mills Inc. Rugs & carpets	Mohawk Showroom	NBC	16,560	15,680
Morris, Philip & Co. Philip Morris cigarettes	Preview	CBS	10,650	8,520
Oldsmobile Div. of General Motors Oldsmobile cars	CBS-TV News	CBS	16,640	16,640
Pal Blade Co. Inc. Pal razor blades	Pal Headliner	ABC	7,700	9,625
Phillips Packing Co. Canned soups, meats & vegetables	Lucky Pup	CBS	4,320	7,900
Pioneer Scientific Corp. Polaroid TV lens	Masters of Magic	CBS	2,360	——
Procter & Gamble Co. Ivory, Crisco, Duz	Fireside Theatre	NBC	7,200	5,760
Purity Bakers Corp. Grennan Cakes	Grennan Dessert Party	ABC	480	1,200
Radio Corp. of America RCA radios & TV sets	Kukla, Frank & Ollie	NBC	96,420	34,980
Reynolds, R. J. Tobacco Camel cigarettes	Camel Caravan of Sports	DTN	11,250	——
	Camel News Caravan	NBC	38,320	41,240
Sagner's, A., Son. Inc. Northcool suits	Northcool Pimlico Races	ABC	10,840	——
Scott Paper Co. Papel towels	Dione Lucas Cooking	CBS	3,520	4,400
Stein, A., & Co. Paris garters, belt & suspender	Identify	ABC	3,696	——
Swift & Co. Meats, cheese	The Swift Show	NBC	10,320	14,610
Texas Co., The Texaco gas, oil	Texaco Star Theatre	NBC	32,250	28,200
Textron Inc. Wearing apparel	The Hartmans	NBC	5,760	——
Time Inc. Life, Time & Fortune magazines	Crusade In Europe	ABC	19,868	24,835
Unique Art Mfg. Co. Mechanical toys	Howdy Doody	NBC	6,640	6,640
U. S. Rubber Co. Keds	Lucky Pup	CBS	5,200	5,200
Westinghouse Elec. Corp. Appliances	Studio One	CBS	12,600	21,000
Whitehall Pharmacal Co. Kolynos & Anacin	Small Fry Club	DTN	7,000	7,000
	Mary Kay & Johnny	CBS	5,280	2,640
Wine Advisory Board California wines	Dione Lucas Cooking	CBS	3,600	4,500
Totals			$1,010,518	$891,447

SPONSORED TV UP 70 HOURS IN MONTH

Total for May Over 995 Hours, Rorabaugh Reports

LED BY SUMMER'S baseball telecasts, sponsored television time increased to 995 hours, 43 minutes per week in May, according to the latest figures compiled at BROADCASTING from the *Rorabaugh Report on Television Advertising.* The report is published by the N. C. Rorabaugh Co., New York and contains data from 98% of U.S. operating television stations.

The May total of sponsored time is about 70 hours higher than April.

Network programming accounted for the major share of all sponsored time in the month, reaching a total of 536 hours, 10 minutes in the sample week early in May. Network time is counted according to the number of stations carrying the show on a sponsored basis. A half-hour show carried on 12 outlets accounts for six hours in these computations. (See Table I, page 66.)

Spot broadcasting added up to 261 hours, 47 minutes in the reporting period. Local sponsorship of TV reached 197 hours, 46 minutes during the week, compared to 164 hours and 39 minutes in the previous month's report. The roster of local advertisers increased from 877 to 958 in the same period.

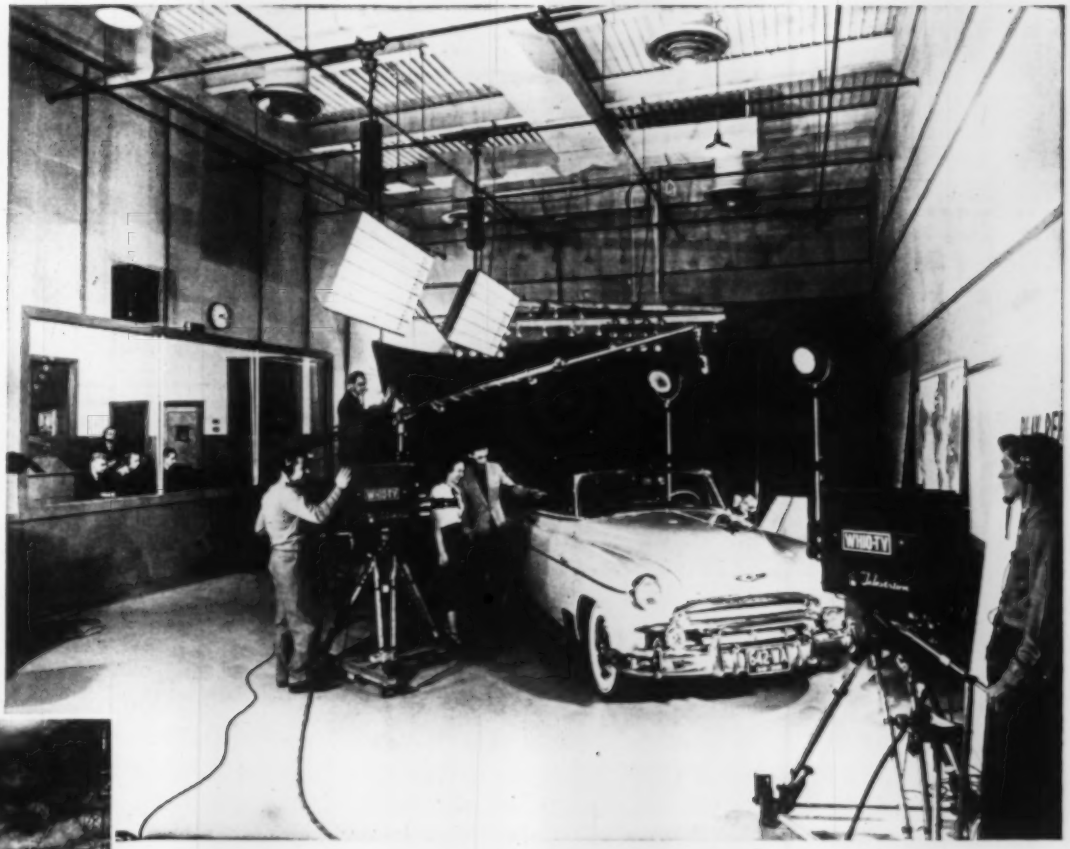
This report, having been based on an early week in May, does not reflect the effect of summer layoffs on network TV. The June estimate (see above) shows this effect more clearly.

Combining all forms of advertising—spot, local and network—the top ranking form of programming employed is sports. A total of 343 hours, 33 minutes was devoted to sports commentary, film or actual telecasting of baseball, boxing, roller derbies, horse racing, and other sporting events during that week. The bulk of the total

(Continued on page 66)

WHIO-TV . . . DAYTON'S FIRST TELEVISION STATION

Mr. Time-Buyer . . . Here's why WHIO-TV is your *Best* TV-TIME Buy in Dayton, Ohio



Studio, studio-control room, client audition room, and announcer's booth are shown in this interior view of WHIO-TV. Studio proper is adjacent to garage which accommodates 22-foot mobile unit and motion picture truck. *(right)*

WHIO-TV offices, studios, and transmitter tower are on Wilmington Pike, Dayton, Ohio. Clean-cut brick and limestone exterior fits into residential atmosphere of neighborhood. *(above)*

• WHIO-TV is the *only* television station in Dayton, Ohio, with complete studios and broadcast facilities built expressly for television. Only the very finest materials and equipment made for television broadcasting have gone into the construction of these studios and transmission facilities.

Add to this the most capable television personnel in Dayton and you have WHIO-TV . . . the station local sponsors and viewers prefer.

WHIO-TV is the only locally-owned and operated TV station in Dayton. For availabilities, contact your nearest Katz representative.

Affiliated with Dayton Daily News and Journal-Herald

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented nationally by The Katz Agency, Inc.

SEPTEMBER START

Planned for WTVN (TV)

WTVN (TV) Columbus, Ohio, plans to begin telecasting in September, Edward Lamb, president of Picture Waves Inc., WTVN permittee, has announced.

Mr. Lamb said the space WTVN will utilize in the LeVeque-Lincoln Tower is being vacated by tenants, refurnished and prepared for installation of RCA equipment. Delivery of the equipment will be made July 25, according to Russell Dubois, RCA's Cleveland representative. Audio and video transmitters, studio, control, antennas and other equipment all are to be furnished by RCA.

WTVN will be on Channel 6 (82-88 mc). It is affiliated in ownership with WICU (TV) Erie, Pa.

N.Y. TELERATINGS

Texaco Show Tops for June

TOP TEN New York City Teleratings (TV home sample) for June have been announced by C. E. Hooper Inc. Programs and ratings were:

Texaco Star Theatre 75.5, *Bigelow Show* 41.0, *Toast of the Town* 38.8, *Kraft TV Theatre* 37.6, *Suspense* 36.9, *Ford Theatre* 29.5, *Stop the Music* (8-9 p.m.) 27.4, *Chevrolet on Broadway* 27.1, *Arthur Godfrey and His Friends* 25.7, *We, the People* 24.6.

BELLA SPEWACK, co-author of "Boy Meets Girl," Broadway hit play later adapted for motion pictures, chats with J. L. Van Volkenburg, CBS vice president of television operations, during party at New York's "21" given in conection with play's video debut. Play was done by network's *Studio One*. Program, sponsored by Westinghouse through McCann-Erickson, is produced by Worthington Minor. Others in picture are (l to r): Chet Posey, McCann-Erickson vice president, unidentified guest, Mrs. H. K. McCann, and H. K. McCann, agency's board chairman.

EMERSON TV PRODUCTION

Firm Making 900 Sets Daily, Abrams Reports

EMERSON Radio & Phonograph Corp. currently is producing some 900 television sets a day, making the company "one of the top producers of the industry," Benjamin Abrams, president, said last Monday. "Our TV production now totals 70% of Emerson's total dollar volume to 30% for radios," he said, contrasting that ratio with a year ago when Emerson's production was about 25% TV to 75% radios.

Mr. Abrams spoke at a luncheon session of a two-day meeting at New York's Waldorf-Astoria Hotel of the company's distributors and representatives from all parts of the country. The Emerson 1950 line, including 12 TV models and ranging in price from a $14.95 table model radio to $600 television-phonoradio combinations, was shown at the meeting.

In view of current economic conditions, Emerson is offering its dealers a two-fold price protection policy, Mr. Abrams explained. First, he said, "we will caution dealers to carry only small inventories so that they may insure themselves against being overstocked in the event of a change in price or changes in models. Going a step farther, we will guarantee to the dealer that for any price reduction where his net cost is reduced by Emerson and the distributor we will rebate to him the difference between the old and new prices for all sets he has purchased in the 30 days preceding the reductions."

This guarantee covers all sets purchased in that 30-day period, not merely those the dealer has in stock at the time the reduction is announced, Mr. Abrams stated. This means, he explained, that the dealer can assure his customers of protection against price cuts within a few weeks by offering to pass along any rebates he may get to them. In many cases, he said, such an offer might persuade a hesitant customer to buy now instead of holding off in anticipation of lower prices later.

The price cutting of TV sets in recent months "actually marks to a large extent the liquidation of a number of fringe operators" who got by in the early postwar days but can "no longer stand up in the face of mass production methods and improved engineering techniques on the part of major manufacturers. This was to be expected and does not alter the fact that today more television sets are produced and sold to the public than ever before." He estimated that the industry will produce around 2,250,000 TV sets during 1949, adding that more stations and steadily improving program quality "will continue to make for rapid expansion in the TV field, which is destined to become a $5 billion industry within five years."

Color's Advent

Looking ahead, Mr. Abrams placed color TV four or five years away but said that part of the UHF band may meanwhile be allocated to black-and-white picture transmission, although probably not for at least two years. When and if that occurs, he said, "Emerson will make available an inexpensive converter to retail in the neighborhood of $25 so that present owners of receivers will be able to receive these high frequencies."

Dorman D. Israel, executive vice president of Emerson, predicted that by the end of this year there will be some three million TV sets in operation in the country, served by more than 120 TV stations, about twice the number now on the air. But he warned his company's distributors not to sell radio short.

"Television is wonderful, but radio is far from a dead duck," he declared. He pointed out that the "long overdue vest pocket radio is close to being right around the corner. When it comes we will begin selling not a set to every family, not a set for every room, but a set for every individual!"

SIX-YEAR-OLD Ann Harnsberger, granddaughter of a District of Columbia commissioner, Guy Mason, wields shovel during tree planting ceremony at WOIC (TV) Washington. Participating in ceremony is Eugene S. Thomas, WOIC general manager.

SWITCHES

ENGINEERED BY DAVEN . . .

Built in a wide range of sizes, with varied arrangements of poles, number of positions, and decks, in shorting and non-shorting types. These switches feature low and uniform contact resistance.

Write Dept. BD-3
for our new Switch-Bulletin

Film Report

THE SCHOOL OF CREATIVE ART, which teaches technique of making television films, opened June 23 at New Canaan, Conn. **Hubert Chain**, writer and producer, and **William Haussler**, cameraman, both formerly with NBC, and Bob Dixon, currently on *Chuck Wagon*, *Singing Lady* and other radio shows, will do instructing. Students will learn by producing film shorts for TV and at end of 10 weeks' course will have had experience.

Tom Meier, director of publicity and public relations for **F. W. Gabourie and Assoc.**, Los Angeles, is on two months' trip to major eastern markets in connection with selling firm's educational television series "Portraits of America." . . . **Malcolm-Howard Agency**, Chicago, plans one-minute TV spots for **Stratford Motors**, Chicago Hudson dealer. Spots feature stop-action animation. Same firm doing one-minute spots for **Tower Optical Co.**, Chicago. Series includes four commercials using live action.

Sue Hastings Marionettes Inc., with more than 2,000 marionettes especially adapted for TV, has signed exclusive film contract with **Dynamic Films Inc.**, New York. Dynamic has produced over 100 film commercials for TV and has various children's programs in production under supervision of prominent child psychologists. First of series, "The Lion and the Bunnies," now is available for audition screening.

CHANGING TIMES
TV Dominates Fire Stations

PINOCHLE is passe in fire stations along Chicago's tony North Shore. Local firefighters, after years of in-service training in the traditional card game and checkers, are captives of television. Now, while waiting for fire calls, the stalwarts debate on the sincerity of wrestlers' half-nelsons and on cavortings of the puppet pixies, Kukla and Ollie.

In suburban Wilmette, where video reigns supreme over chamber music and bird watching, the smoke-eaters tune in at 4 p.m., watching steadily until signoff time for each of the four Chicago stations. The AM-FM-TV console was donated by a sympathetic American Legion and Auxiliary. Evanston, home of the Woman's Christian Temperance Union, which lambasts TV liquor advertising periodically, boasts video receivers in three of its four fire stations. Sets were purchased by the men themselves, who avoid battles royal by judicious exercise of parliamentary procedure and majority rule when it comes to program selection.

The craze has swept southward to Chicago, too, where handball—once popular among older firemen—has been supplanted by the new medium. Video, firemen have found, is adapted to young and old, to the energetic as well as the apathetic.

SDG FORUM
Glenn Keynotes First Meet

LOW-BUDGET television movies are at present "one of the most pointed threats" to motion picture standards, Jack Glenn, president of the Screen Directors Guild, warned those attending the guild's first public forum held in New York's Museum of Modern Art. He explained the importance of the screen director in overcoming such a threat and expressed the prediction that it will diminish as television grows.

He further explained that the forum was the first of a series at which regular films and films for television would be shown to the general public in an effort to raise standards. Films screened at the initial forum were all produced by or for the United Nations. Jean Benoit-Levy, director of the UN film and visual information division and director of "Ballerina" and "La Maternelle," also spoke.

CBC TELEVISION
Starts Building Staff

CANADIAN BROADCASTING CORP. has started building its staff for television development, headed by J. A. Ouimet, assistant chief engineer and television coordinator. CBC staff magazine *Radio* points out in an interview with Mr. Ouimet that CBC staff members have first call on TV jobs with CBC; that salaries will be somewhat higher for TV technical staff; that no separate TV division is to be established, but that present CBC divisions will have trained TV staffers.

At present CBC is sending key personnel to study TV development at stations in the U. S., and these men will train others at CBC studios at Montreal and Toronto, where first TV stations and program centers are planned.

WPIX(TV) Cameras

WPIX(TV) New York has installed three new RCA TK-10 studio cameras, costing $14,250 each, and other items bringing the total bill for new equipment to nearly $65,000. Thomas E. Howard, chief engineer, said that the new cameras make it possible to release three cameras for remote work, giving the station a total of eight field cameras.

Things Are "Cooking" on WGN-TV

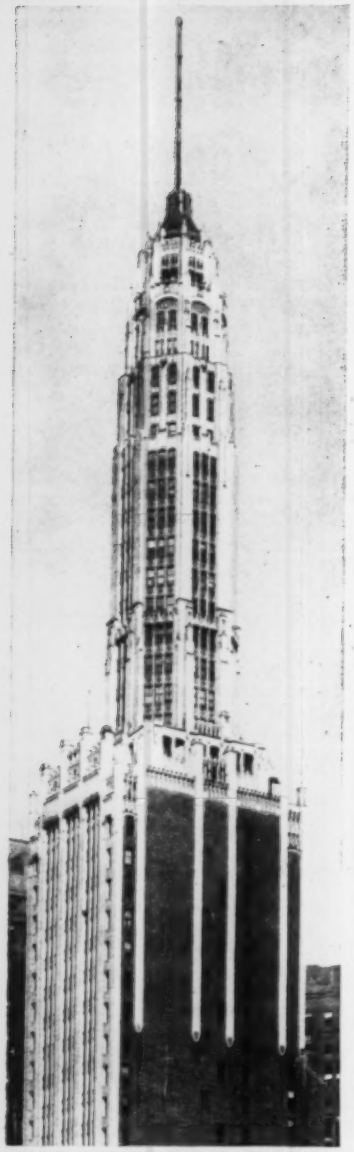
Yes, things are "cooking" on WGN-TV . . . and WGN-TV's new sponsor participating program, "Chicago Cooks with Barbara Barkley," is one of the reasons.

"Chicago Cooks with Barbara Barkley" is the only cooking program on Chicago television. Produced by the publishers of the leading home economics publication, "What's New In Home Economics," the program is a half hour of actual cooking, using the products participating in the program. It is a sales demonstration of your product without "stop watch" timing of the commercial. The program is designed to attract the housewife with interesting and helpful cooking information . . . featuring mouth-watering recipes, famous dishes, useful hints and practical demonstrations.

Originally scheduled for once a week, the program was increased to two-a-week before the first telecast due to the amazing number of sponsors wanting to participate, and the schedule will be increased to three, four or five a week as more participations are received. Participation is limited to four non-competing sponsors per program. We suggest you contact us immediately . . . the remaining participations are on a first come—first served basis.

DUMONT WGN-TV CBS
CHANNEL 9 · CHICAGO

THE SKY IS THE LIMIT



LINCOLN TOWER BLDG.—CHICAGO

COMPLETE erection of supporting steel and FM antenna—600 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N
STEEL ERECTING CO.
82 W. WASHINGTON ST.
Phone: FInancial 6-3496
CHICAGO 2, ILLINOIS

News

DAVE OVERTON, formerly with several Alabama stations, has joined WSM Nashville, as sportscaster.

PATRICIA McCARTHY, former executive secretary to former Ambassador Seldon Chapin to Hungary, will be heard weekly on WSYR Syracuse, N. Y., in special news commentary program.

WCSI (FM) Columbus, Ind. has constructed its news room on first floor of its new building, permitting people on streets to watch news broadcasts.

RICK WEAVER, former sports and program director at WHSY Hattiesburg, Miss., has joined WPDQ Jacksonville, Fla.

ESTHER WEINER, newswriter at WJEF Grand Rapids, and Irving Kleiman were married June 26.

Respects

(Continued from page 38)

helpful."

In no time at all Mr. Velotta had become invaluable. "That boy will be a vice president some day," Mr. Patterson once said of him. It is a source of gratification to Mr. Velotta that some 16 years later the boss' prediction proved right.

In 1933, at his own request, Mr. Velotta was transferred to the local sales department of the network. Two weeks of service there convinced him, however, that sales were not his forte. He returned to Mr. Patterson's office as a clerk. One important milestone had passed in his two week absence. "I got out of uniform," Mr. Velotta says. He has been wearing civies ever since.

At this period, Mr. Patterson sent the youth to secretarial school where he learned stenography. With this ability, Mr. Velotta became a secretary to the executive vice president, and served in that capacity three years.

In 1936 he became assistant to Phillips Carlin, then director of sustaining programs. In 1942, when the Blue network was separated from NBC, Mr. Velotta joined Blue as assistant to the director of news and special events. In 1946, by which time the network had become ABC, he was made director of news and special events. He was elected a vice president Jan. 1, 1948.

Mr. Velotta was born in Naples Feb. 16, 1911, the first child of Italian parents who had emigrated to America. His mother, prior to his birth, had complained of an abdominal disorder and had decided to return to her home in Italy, where she felt the comforting influence of her mother might effect a cure. The ailment was spectacularly diagnosed with the arrival of Thomas.

"I was the tummy ache," Mr. Velotta explains.

Mrs. Velotta returned to New York with her first child soon after his birth. Except for business trips and a few vacations, Mr. Velotta has not left the city since.

Mr. Velotta attributes his success in radio to hard work and the useful instruction of his elders. "I've had good teachers in this business," he said recently. "Mark Woods (president of ABC), and Mr. Patterson and Phil Carlin and lots of others."

It is easy to conclude that his assiduous labor has been more useful than the instruction he received. He has no time for hobbies. Indeed until last November he had not taken a vacation in years. After the elections he decided to get away for a while. He went to a resort to rest, but he found this singular activity so nerve-racking that he returned to New York in five days.

As vice president in charge of news and special events, Mr. Velotta is responsible for a total of seven hours and 40 minutes of broadcasts by commentators and five hours and 55 minutes of straight news shows every week.

"I keep busy," he laconically commented the other day.

Mr. Velotta has two children, Virginia, 12, and Thomas Jr., 4, by a former marriage.

Religious Radio Meet

SECOND annual Summer School of Christian Radio will be held Aug. 8-19 under sponsorship of Moody Bible Institute, Chicago, the Institute has announced. School is designed to make religious broadcasting more effective in reaching the public and is slanted toward men and women engaged in the field, as well as those who wish to enter. Courses are offered in station management, production and ethics, speech interpretation, transcriptions and announcing, workshop programs and script-writing. Heading list of faculty members are Robert Parsons, program director of WMBI, Institute station; Alfred Campbell, WMBI continuity supervisor, and Storm Whaley, manager of KUOA, John Brown U. outlet in Siloam Springs, Ark.

FIRE PREVENTION

Ad Support Praised

AMERICAN free enterprise and the Advertising Council received laurels last Tuesday for their part in the prevention of forest fires. The occasion was a Salute to American Business luncheon sponsored by the American Forestry Assn. at the National Press Club, Washington.

Lyle F. Watts, chief of the Forest Service, U. S. Dept. of Agriculture, pointed out that over $3 million annually in time and space is contributed by American business to the prevent Forest Fires campaign. In radio alone over 538 million listener impressions were received by the drive last year.

Four "smoke jumpers" from the U. S. Forest Service base at Missoula, Mont., were flown to Washington for the ceremony. After being parachuted to the Ellipse, a program which was telecast by WTTG (TV) Washington, they went to the National Press Club to present plaques to representatives of American business.

Charles E. Wilson, president of General Electric Co. and chairman of the Industries Advisory Committee of the Advertising Council, acted as spokesman for the group of business executives. Frank M. Folsom, president of RCA, was represented by Orrin E. Dunlap Jr., vice president in charge of advertising and publicity for RCA, at the ceremony.

NARND CONCLAVE

Directors Name Committee

AN ARRANGEMENTS committee has been appointed by the board of directors of the National Assn. of Radio News Directors for the association's convention in New York Nov. 11-13. President Sig Mickelson, WCCO Minneapolis, made the announcement.

Named to the committee are Jack Shelley, WHO Des Moines, Iowa, general chairman; Frank McCall, NBC; Wells Church, CBS, and Milton Burgh, MBS. Convention headquarters will be the Hotel Commodore.

If at *First*
You Don't Succeed

DECIDE TO "PICK RIGHT" NOW
in the Memphis Market
and "*Switch*" to—

WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Programs

BOSTON Lying-In-Hospital is origination point for WCOP Boston's new *Blessed Event* show, featuring WCOP staffer Frank MacDonald interviewing new mothers, fathers, visiting relatives, and hospital personnel. Station also will keep in touch with other Boston hospitals. Mothers of babies born during the 15-minute period show is on air will be congratulated on show and later will receive awards. New parents are high point of program, with M.C. MacDonald getting first hand impressions direct from the hospital rooms. *Blessed Event* is aired Saturday, 6:45-7 p.m.

Tailwaggers Time

DANDIFIED and well trained canine will share television spotlight with their lesser trained fellows—cats, gold fish, foxes, turtles and other animals —on WMAL-TV Washington's new Monday program. Under Tailwaggers Club of Washington, with its president, Marilynn Himes as principle, weekly show will feature dog-giveaway a week, plus training course for newly acquired dog. Viewers must call Tailwaggers Club to win the prize. Miss Himes and Bryson Rash, special features director of WMAL-TV, wil conduct program consisting of news and interviews. Special breed will be featured each week and its background and history related. Special stars of program each week will be "Sinner," black miniature French Poodle, and "Pansy," an ordinary cat. Both are pets of Miss Himes'. Program will also feature new gadgets for the animal owner.

Children's Quiz Series

DIFFERENT PARK or playground each week is the location of the *Fun With Floyd*, special series of tape recorded programs on WSYR Syracuse, N. Y. Aired in cooperation with the municipal Parks Dept. as a part of recreational program, show is heard at 12:30 p.m. Saturday.

Job Opportunities

EMPLOYMENT for college graduates in industry is discussed on series of half hour programs aired over WITH Baltimore in cooperation with U. of Baltimore. Titled *Opportunities Clinic*, programs feature three or four leaders in each of Baltimore's major types of industry, and Dean Clifford C. James as moderator. Suggestions as to type of training prospective graduates should take are made, giving clear picture of employment possibilities.

Miss Greater Philadelphia

BEAUTY and talent will determine choice of 1949 Miss Greater Philadelphia who will compete in Miss America Pageant in September at Atlantic City, N. J. Each week, through Aug. 13, young women are featured in a series of eliminations on WCAU-TV Philadelphia. Program is sponsored by Thornton-Fuller, Philadelphia Dodge-Plymouth dealer, and account was placed by J. Cunningham Cox Agency, Philadelphia.

'Couple's Courtroom'

NEW AUDIENCE participation program, *Couple's Courtroom*, debuted June 22 over WCOP Boston. "Judge" Nelson Bragg, "Prosecuting Attorney" Ken Mayer, and "Attorney for the Defense" Frank MacDonald are featured on new comedy court show. Each week they "try" couple who submitted best letter concerning such marital difficulties as "nagging wives" and "back seat drivers." Program is aired Wednesday, 9-9:30 p.m.

'82-7411'

GUN TOTING is regular practice for WMBM Miami Beach's Bert Noble. It is outgrowth of station's new show prepared in cooperation with Miami Police Dept. and aired Saturday at 5 p.m. Called *82-7411*, police phone number, program features wire recorded reports made at scene of accidents and follow-up official reports at police headquarters. Mr. Noble, who conducts program, also interviews accident witnesses, officers on duty, and police officials. While automotive accident prevention is program's primary concern, Mr. Noble answers all types of distress calls with police squad cars, and it was for his own protection that Police Dept. suggested and authorized his carrying a gun.

'Gai Paris'

FRENCH MUSIC interpreted by folk singers and outstanding French performers is being heard in new quarter-hour weekly show, *Gai Paris*, on KFMV (FM) Los Angeles. Transcribed program is produced in Paris by French Broadcasting System.

Mayor Reports

RESIDENTS of Baltimore will get their mayor's annual report by TV this year. Desiring to bring record of city governor's progress to more people than have been reached in past, Mayor Thomas D'Alesandro arranged with WBAL-TV Baltimore to telecast series of eight programs titled *Your City Governor*. During the series the Mayor and heads of various city departments will appear at WBAL-TV's studios in person to explain what has been going on in the city.

'The Editor Speaks'

SERIES of weekly broadcasts, *The Editor Speaks*, has started on WGAY Silver Spring, Md. Each week an editor or reporter from one of Montgomery County weeklies and from Washington dailies appears on program.

'Mrs. Philadelphia'

"MRS. PHILADELPHIA" contest of 1949 will be judged and telecast over WPTZ (TV) Philadelphia. Starting July 7, entries will be seen in nine half-hour programs each Thursday from 9 to 9:30 p.m. Winner will compete for finals of "Mrs. America" contest at Asbury Park, N. J., in September. Last year's local winner, Mrs. Marie Strohmeir, won the national crown. Reddi-Whip Co., of Philadelphia, placed through Abner J. Gelula & Associates, Inc., will sponsor contest.

Editorial Comment

WKDN Camden, N. J., in line with FCC's revoking of Mayflower Doctrine, began presenting an editorial viewpoint on June 27. Each Monday at 1:05 p.m. WKDN will air *What Goes On Here*, commentary on international, national and New Jersey scene. Featured on program is Major Ranulf Compton, president of South Jersey Broadcasting Co., owner of WKDN. Major Compton is former Congressman from Connecticut and radio commentator.

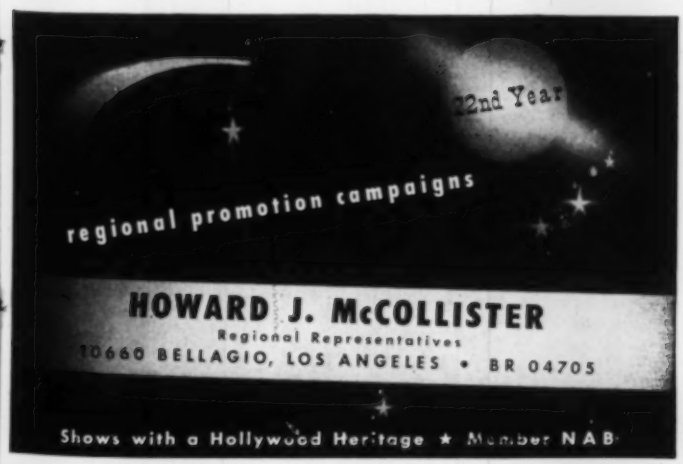
'What Should I Do'

NEW WEEKLY series on human relations problems, titled *What Should I Do*, is being aired by KLZ Denver. Presented in cooperation with *Denver Post*, program features Janet Holmes, who conducts daily human relations column in paper; Judge Philip Gilliam of Denver's Juvenile Court, and Mrs. Mary Rose, probation officer at the court. Names of persons writing in are withheld, but specific problems are given and answered by the expert panel. Both KLZ and the *Post* are giving extensive promotion to show, station reports.

Guest Newscasters

EACH WEEK CHAB Moose Jaw, Sask., invites prominent citizen or public official to do guest newscast program, for seven days. It is usually closing newscast of day at 11 p.m. CHAB news staff writes newscast, and guest broadcasts. Program has created favorable reception for evening newscast, station reports, and when program is sponsored, guest newscaster will be paid at regular rates.

PROGRAM SCHEDULE service, with a listing of availabilities of radio and TV stations, has been released to 4,000 agency, sponsor and representative personnel. Radiotime Inc., publisher of service, has announced.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June 24 Decisions . . .

Time Extended

Ordered that time for filing exceptions to proposed decision on applications of Grand Haven Bcstg. Co., Grand Haven, Mich., and WMUS Muskegon, Mich., be extended to July 18.

Oral Argument Set

Scheduled oral argument July 19 on following cases: WARM Scranton and WBAX Wilkes-Barre, Pa.; KTHS West Memphis, Ark., WMFJ Daytona Beach, Fla. and Hot Springs Bcstg. Co., Hot Springs, Ark.

Scheduled oral argument July 18: KSOO Sioux Falls, S. D.; KWAT Watertown and Corn Palace City Radio Corp., Mitchell, S. D.; Home News Pub. Co., New Brunswick, N. J.

June 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Request for extension of completion date new FM station: WGTR Boston; KTTS-FM Springfield, Mo.; WHFM Rochester, N. Y.; WDAS-FM Philadelphia; WAPO-FM Chattanooga, Tenn.

APPLICATION DISMISSED

WHAT Philadelphia — DISMISSED June 22 application for CP to increase power, install new trans. etc.

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Under Ownership Management
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ACTIONS OF THE FCC

JUNE 24 to JULY 1

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 27 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Sterling

KCRC Enid, Okla.—Dismissed without prejudice application for CP to increase power.

WPCF Panama City, Fla.—Granted late appearance in proceeding upon application for mod. CP.

Pontiac Bcstg. Corp., Pontiac, Ill.—Dismissed without prejudice application for CP.

Robstown Bcstg. Co., Robstown, Tex.—Dismissed without prejudice application for CP.

WPCF Panama City, Fla.—Granted leave to amend application so as to specify new trans. site and ant. system; and removed application from hearing docket.

KIND Independence, Kan. — Dismissed without prejudice application for CP to change frequency, increase power, etc.

Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.—Granted extension of time to file exceptions to proposed decision, memorandum brief, and request for oral argument re its application and application of Manistee Radio Corp., Manistee, Mich.; time extended to July 15.

WMIE Miami, Fla.—Ordered that Leo Resnick in lieu of Elizabeth Smith be assigned to preside at hearing re application for asssignment of CP WMIE Miami, Fla. and that initial decision shall be prepared by presiding officer.

Massasoit Bcstg. Corp., Taunton, Mass.—Ordered that Elizabeth C. Smith in lieu of Hugh B. Hutchison be assigned to preside at hearing in applications of Massasoit Bcstg Corp., Taunton, Mass., et al and that initial decision shall be prepared by presiding officer.

By Examiner Litvin

The Roanoke Bcstg. Co., Roanoke, Ala.—Amended application to specify 1360 kc 1 kw D, in lieu of 930 kc 250 w D; removed application from hearing.

WEXT Milwaukee, Wis.—Amended application from 910 kc to 920 kc, change trans. site and ant. system and add current financial information.

By Examiner Cooper

Acting General Counsel—Continued hearing on application of Chanute Bcstg. Co., Chanute, Kan. to Aug. 8.

By Examiner Blume

Floral City Bcstg. Co., Monroe, Mich.—Continued indefinitely hearing on application for CP.

By Examiner Resnick

Delta Bcstg. Inc., Thibodaux, La.—Amended application to specify 630 kc 500 w D in lieu of 800 kc 250 w D and submit current legal and financial data, and removed application from hearing.

By Examiner Bond

Suffolk Bcstg. Corp., Patchogue, N. Y.—Amended application to specify definite trans. site and ant. location and include certain eng. data relating to construction and operation of station as proposed from new trans. site.

KGBS Harlingen, Tex. — Amended application to specify different trans. site and include certain eng. data relating to construction and operation of station as proposed from new trans. site

Hermitage Bcstg. Corp., Nashville, Tenn.—Deferred action on petition to amend application to show revised financial information.

June 27 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

Jackson Assoc. Inc., Attleboro, Mass.—CP new AM station 1320 kc 1 kw D AMENDED to request 1320 kc 1 kw unl. DA-DN, change stockholders, officers etc.

SSA—770 kc

KOB Albuquerque, N. M.—Extension SSA to operate 770 kc 50 kw-D 25 kw-N for period beginning Sept. 1.

AM—1410 kc

KTFS Texarkana, Tex.—CP to change from 1400 kc 250 w unl. to 1410 kc 1 kw-D 250 w-N.

Modification of CP

KNOE Monroe, La.—Mod. CP to change frequency increase power etc. for extension of completion date.

WDXY Spartanburg, S. C.—Mod. CP new FM station for extension of completion date.

License for CP

WFJL Chicago—License for CP new FM station.

CP to Reinstate

WJEM Springfield, Ohio—CP to reinstate CP new FM station.

License Renewal

WABE Atlanta, Ga.—Request for license renewal noncommercial educational FM station.

Modification of CP

WNBQ Chicago—Mod. CP new commercial television station for extension of completion date.

TENDERED FOR FILING

AM—1520 kc

KTED Laguna Beach, Fla.—CP to change from 1520 kc 1 kw-D 250 w-N to 1520 kc 1 kw unl.

June 28 Decisions . . .

BY THE SECRETARY

WFVG Fuquay Springs, N. C.—Granted license new AM station and change studio location: 1460 kc 1 kw D.

WSHB Stillwater, Minn.—Granted license new AM station 1220 kc 250 w D.

WCPM Middlesboro, Ky.—Granted license new AM station 560 kc 500 w D.

WRXO Roxboro, N. C.—Granted license new AM station 1430 kc 1 kw D.

WEAU Eau Claire, Wis.—Granted license increase power and make changes DA-N.

WOMT Manitowoc, Wis.—Granted license changes in vertical ant. and change trans. location.

S. H. Patterson, Area of Atchison, Kan.—Granted CP for new remote pickup KA-3395.

KALC Alamosa, Col.—Granted mod. CP for approval ant. and trans. and studio locations.

The Outlet Co., Providence, R. I.—Granted mod. CP for extension of completion date to 9-15-49 for WIXLO.

Station WNEL Corp., Area of San Juan, P. R.—Granted license new remote pickup KA-3625 (formerly WCUA).

Vir N. James, Salida, Col.—Granted CP for new remote pickups KA-3623, KA-3624.

KBUD Athens, Tex.—Granted mod. of license to change studio location.

WMOB-FM Nunn Bcstg. Corp., Mobile, Ala.—Granted request to cancel CP and mod. thereof for new FM station.

WDZ Decatur, Ill.—Granted mod. CP to change type of trans. and change main studio location.

Following were granted mod. CPs for extension of completion dates as shown: WBCA Schenectady, N. Y. to 9-20-49; WOC-TV Davenport, Iowa to 11-2-49; KTSA, San Antonio, Tex. to 8-1-49; WMRC Greenville, S. C. to 8-1-49; WMBD Peoria, Ill. to 9-15-49; KOME Tulsa to 12-9-49; WNAO-FM Raleigh, N. C. to 8-30-49; WCMW-FM Canton, Ohio to 9-11-49; WLAD-FM Danbury, Conn. to 9-15-49; WFMI Portsmouth, N. H. to 9-1-49; WCPO-TV Cincinnati to 1-9-50; WCBT Roanoke Rapids, N. C. to 8-20-49; WEXI St. Charles, Ill. to 8-21-49; WHKY-FM Hickory, N. C. to 8-1-49; WILM-FM Wilmington, Del. to 1-30-50; WSAZ Huntington, W. Va. to 10-3-49; WEOL-FM Elyria, Ohio to 9-16-49; WAFM Birmingham, Ala. to 10-1-49.

WONW Defiance, Ohio—Granted license new AM station 1280 kc 500 w D.

KMMO Marshall, Mo.—Granted license new station and change studio location: 1300 kc 500 w D.

WSNW Seneca Township, S. C.—Granted license new AM station 1150 kc 1 kw D.

WSAM Saginaw, Mich.—Granted license install new trans. changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

(Continued on page 67)

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826-28 Landers Bldg.—Ph. 3621
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CONSULTING RADIO ENGINEER
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114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

Promotion

IRVING M. LICHTENSTEIN has been appointed press relations director of WWDC Washington. Mr. Lichtenstein, who was member of WWDC news staff replaces **WADSWORTH LIKELY** in press relations post. Mr. Likely has been assigned to station's news staff.

CHARLES N. McKINNEY has been appointed manager of promotion and merchandising department at KVOO Tulsa. He has been active in newspaper field and in promotion and public relations work in Southwest. **MARY LOU HEDLEY**, 1949 graduate of Oklahoma U.'s Journalism School, was appointed assistant to Mr. McKinney.

Mr. McKinney

RUTH ASHTON, Columbia Pacific Network assistant director of public affairs, and **ED CONKLIN**, CBS-KNX Hollywood day news editor, have announced their marriage.

JACK SATTERFIELD has joined WKNA Charleston, W. Va., as promotion manager.

'Baby Sitting'

HUNDREDS of Philadelphians were treated to "baby sitting" program by WPEN Philadelphia's Eddie Newman. Program was aired from front lawn of Philadelphia resident who wrote best letter on why Eddie Newman should "baby sit" for him. Audience at event was treated to sandwiches and soft drinks.

'Lest We Forget'

REPRINTS of article "Lest We Forget" by Harold Franklin, program director of Institute for Democratic Education, which appeared in BROADCASTING April 11, and an editorial titled "Lest They Forget," which appeared in same issue, have been distributed by Institute to all stations that carry its program. Article and editorial refuted charges that broadcasters are not operating in the public interest.

Penetration

BRIGHT blue promotion piece has been distributed by KCKN Kansas City. Theme centers around "hypodermic" message to "Be Sure Your Sales Message . . . Really Penetrates the Billion Dollar Market of Greater Kansas City. . . ."

Roses for Spectators

OVER 2,000 long-stemmed American Beauty roses were distributed to spectators on opening day of Motor City Open golf tournament at Northville, Mich., by WXYZ and WXYZ-TV Detroit. Stations aired and telecast three days of the Open. Promotion was handled in co-operation with the Mt. Clemens Rose Gardens. Flowers were distributed by WXYZ personnel.

In Commemoration

COMMEMORATIVE booklet heralding merging of opera, radio and television has been distributed by NBC. Booklet, "Aida—the Sight and Sound of Great Music," answers questions as to what role television will play in broadcasting of great music, and anticipates accomplishments which television will bring. NBC broadcast and telecast Verdi's opera "Aida" on March 26 and April 2, with Arturo Toscanini directing NBC Symphony Orchestra, soloists and 60-voice Robert Shaw Chorus. With his presentation of "Aida," Maestro Toscanini completed his 12th season conducting NBC Symphony Orchestra.

Newspaper-TV Tie-in

ON SATURDAY afternoons *Erie* (Pa.) *Dispatch* stages *A Preview of the Erie Sunday Dispatch* over WICU (TV) Erie, *Dispatch* video station. Performers read comic page, review features or discuss personalities in Sunday paper. On June 18 program, Stanley Hancock, promotion manager of paper, stated that prize would be given for best entry representing letters clipped from paper showing call letters of station (WICU). By June 24 more than 2,300 entries had been received, paper reports. "Talk about pulling power," said Edward Lamb, owner of newspaper and WICU, "the two media are just natural partners!"

KTSA's Invitation

ANNOUNCEMENT from "Mr. and Mrs. Buying Public and family, San Antonio . . ." that they will be "At Home During July and August and Available to the Radio for Your Campaign on KTSA," has been distributed by station to trade. Folder includes statistics that "from July 1 to Labor Day, only 6.8% of the nation is on vacation at any one time, and only 4.4% goes away."

'Tea at Three'

WITH OPENING of its new building at 2301 W. 3rd St., Los Angeles, The Mayers Co., advertising agency, is inviting its clients, media representatives, suppliers and friends to join its "Tea at Three Club." Members, who receive special membership card with name inscribed on a doughnut, are invited to have a cup of tea and doughnut or cookie with agency personnel on building's terrace.

Broadcasting Lures

PROMOTION for *Sport Fishermen's News* on WBSM (FM) New Bedford, Mass., features posters in tackle dealers' windows; letters to all tackle dealers in quantities for distribution to customers; news releases to Boston, Worcester and local papers, and placement of FM sets in tackle dealers' stores. Johnny Waldo, local tackle dealer, is program's announcer, supplying authentic touch.

'Cisco Kid' Display

WINDOW DISPLAY in Frankenberger's, men's clothing store, Charleston, W. Va., features dummy, astride horse, wearing western clothes as part of WKNA Charleston's promotion for *Cisco Kid*, Frederic W. Ziv Co. package. Large picture of "Cisco Kid" and posters displaying program schedule of WKNA also are featured. Drivers for Holsum Bakery, show's sponsor, wear sombreros and bandanas during deliveries, and posters on side of their trucks promote show.

Picking Winners

CONTEST wherein viewers are invited to pick winners and time of feature wrestling matches over WMAL-TV Washington is being sponsored by RCA Victor and Phillips Radio, Television & Appliance Co., Washington. Person who has successfully guessed winner and time of next week's match receives tickets to following week's matches, opportunity to appear on television, and an RCA Victor table model radio.

Signature Birthday Card

FRIENDLY JANITOR at WRAK and WRAK-FM Williamsport, Pa., received four hundred multi-colored slips containing listeners' names and birthday greetings in response to request by Ev "Rube" Rubendall, announcer on *Beyond Control* early morning program. Janitor, whose laugh is famous in Williamsport area, was guest at birthday party on air.

'Voices of Tomorrow'

FINALISTS in WBEN Buffalo's sixth annual "Voices of Tomorrow" contest sang on both radio and television for first time this year. Station auditioned hundreds of amateur and semi-professional singers. Four winners in soprano, alto, bass and tenor classifications received a $50 War Bond and are featured in Buffalo *Evening News* Fourth of July Family Jamboree. In addition to WBEN and WBEN-TV appearances in the finals, singers are afforded an opportunity to sing over WBEN on regular programs, and two best singers are sent to Chicago by station to take part in Chicagoland Music Festival.

KSD News Staff

FOLDER distributed by KSD St. Louis contains information concerning station's news editors, writers, reporters and announcers. Also included are pictures of staff and other facts.

Forum Discussion

WDAF-TV Kansas City, Mo., sponsored a luncheon meeting for local set distributers and dealers at which plans were made for inaugurating test pattern with three-day public demonstration Sept. 11-13 at Kansas City's Municipal Auditorium. Dean Fitzer, general manager of WDAF, urged close distributer cooperation and plans for programming by Nov. 1 were announced. Members of Mr. Fitzer's staff answered questions in an open forum discussion.

KYW Fans

RADIO played important part in 1949 Auto Show in Philadelphia. Exclusive coverage was given by KYW Philadelphia with 22 broadcasts originating at exhibit. Besides thousands of hand-fans inscribed "I am a KYW Fan" given to visitors, giant carousel with enlarged animal cut-outs pointed up public relations activity of station.

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Sensational
Value + Quality
Famous PIERCE 17-Jewel
CHRONOGRAPH

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IDEAL for use in sports, sciences, engineering, medicine, photography, radio, aviation.

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KGW and KGW-FM
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COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO
NBC AFFILIATE

Allied Arts

JAMES W. LUCAS, former program director, has been appointed director of programming for Associated Program Service, New York. He will now have full responsibility for supervision of the program, advertising and promotion, quality control, product-development and research departments. LESLIE F. BIEBL, former continuity chief, was appointed program and promotion manager for Associated.

WILLIAM GAGE, vice president of Twin City Television Lab, Minneapolis, is acting as general manager while JOSEPH BECK, executive director, recovers from an auto accident [BROADCASTING, June 13]. Mr. Beck will be hospitalized from six weeks to two months, and will require several additional months of recuperation.

GEORGE BURTT, formerly creative head of Advertising & Sales Consultants Agency, Los Angeles, has opened his own television consultant office at 3201 Garden Ave., that city.

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood recording and transcription firm, has been installed as president of Los Angeles Rotary Club.

DON GIESY, formerly publicity director of DuMont Television Network, tomorrow (July 5) will open his own public relations offices at 104 East 40 St., New York. LOUISE POLETT, Mr. Giesy's assistant at DuMont for past year, will be a junior partner in new firm, to be known as Don Giesy & Co.

EQUIPMENT

WILLIAM J. MORELAND Jr. has been appointed vice president in charge of manufacturing of Conrac Inc., Glendora, Calif. Mr. Moreland was head of development engineering for Altec Lansing Corp., New York, and was closely associated with perfection of Altec minature microphone.

LYNN EATON, formerly with Bendix Home Appliances Inc., South Bend, Ind., has been appointed to new position of general sales manager of Andrea Radio Corp., Long Island City, N. Y.

A. A. MEDICA, formerly with RCA Custom Division, has been appointed promotion manager of receiver sales division, Allen B. DuMont Lab. Inc., New York. He will head DuMont "Telecruiser" promotion which firm has inaugurated to aid DuMont dealer sales in the New York area. Promotion, if successful, will be taken to other areas.

JOHN J. EIBYE, formerly in charge of promotion and sale of rectichargers and rectifilters at Raytheon Mfg. Co., New York, has been appointed manager of magnetic component sales. Mr. Eibye has been with Raytheon since 1942.

STANDARD ARCTURUS Corp., Newark, N. J., announces that Kotron selenium rectifiers are now available in variety of forms and types.

ANDREW INGLIS
Partner in McIntosh Firm

FRANK H. McINTOSH, Washington consulting radio engineering firm, has been changed to McIntosh & Inglis, with addition of Andrew F. Inglis as a partner. Mr. Inglis has served as consulting engineer with the firm the past four years.

Mr. Inglis

Born on March 17, 1920, Mr. Inglis received his bachelor of science degree in physics at Haverford College, Haverford, Pa., in 1941. After one year of graduate work at the U. of Chicago, he was an electronics instructor there for six months. Mr. Inglis was with the Naval Research Lab. for eight months, then served as radio engineering instructor in the U. S. Navy, stationed at Bowdoin College, Me., for the next two and a half years. He joined the McIntosh firm in 1945.

WAAT, IBEW Sign

INTERNATIONAL Brotherhood of Electrical Workers, Local 1212, last week reported it had signed a one-year contract effective June 6 with WAAT and WATV (TV) Newark for 30 engineers. The new scale starts at $65 weekly and goes to $120 after five years, it was said. The old scale was from $60 to $100, the union reported.

Technical

THORNTON CHEW, formerly engineering supervisor for KTSL (TV) Los Angeles, has been named vice president in charge of engineering of KFMB-TV San Diego.

JAMES P. SUPTIC, engineer at KGAK Gallup, N. M., has been named chief engineer.

DON FEDDERSON, general manager of KLAC-TV Hollywood, has announced installation of Television Recorders' video transcription unit.

FRANK A. SULER Jr., formerly with WNVA Norton, Va., has joined technical staff of WHOK Lancaster, Ohio.

G. F. DeMARRAIS and NORMAN CROUSE, engineers at KCRG Cedar Rapids, Iowa, are fathers of daughters, Heide and Christine, respectively.

EDWIN W. HILL, chief engineer at WDHL Bradenton, Fla., is the father of a boy, Armas Edwin.

RCA TUBE Dept., Camden, N. J., has announced that versatility of RCA WO-79a and similar oscilloscopes using the 3KP1 oscillograph tube for photographing electrical phenomena may be increased by using its new three-inch, blue-screen oscillograph tube 3 KP11.

MARK SIMPSON Mfg. Co., Long Island City, N. Y., has released Masco 1MB-13 all channel TV indoor antenna booster.

STACKPOLE CARBON Co., Electronic Components Div., St. Marys, Pa., has announced 2-watt molded carbon composition resistors, designed to meet JAN specifications.

ENGINEERS' GUIDE
Ennes Writes Handbook

BROADCAST OPERATORS HANDBOOK. By Harold E. Ennes. New York: John F. Rider Publisher Inc. pp. 265. $3.50.

A COMPREHENSIVE study of the engineering side of broadcasting, Mr. Ennes' handbook was first printed in November 1947 with a second printing made in February of this year. As a staff engineer at WIRE Indianapolis, Mr. Ennes writes in the operators' language and his book is intended to aid not only newcomers to the field, but also experienced engineers who may find new ideas in this outline of the how, when, where and why of a broadcast operator's problems.

Divided into six parts, *Broadcast Operators Handbook* deals with: (1) "Operating in the Control Room and Studio," (2) "Operating the Master Control," (3) "Operating Outside the Studio," (4) "Operating the Transmitter," (5) "We're Off the Air" (maintenance), and (6) "Technically Speaking" (equipment).

GENERAL ELECTRIC has announced two new portable radios with Eastern prices of $19.95 and $29.95 less batteries. Model 141 operates on battery only; Model 143 on AC-DC power and battery.

"VIC" DIEHM SAYS:

Get in the Know-Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

WAZL THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 Hazleton, Pa.

for NETWORK CALIBRE PROGRAMS ... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

JOHNSON

a famous name in radio

BROADCAST EQUIPMENT

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Immediate opening— Commercial manager for south Georgia station. Top salary, must be able to sell. Must send complete information first letter, plus disc and picture and three references. Must have experience. Also, one experienced announcer with initiative. Box 488B, BROADCASTING.

Wanted, manager for 250 watt station. Fine salary. Good bonus. Box 625B, BROADCASTING.

Experineced manager wanted by substantial organization to manage network station in city of 100,000 population. Must have proven background. Salary and bonus can provide excellent income. Send complete details, references etc. to Box 640B, BROADCASTING.

We'll pay for a commercial manager who can really produce. The station will be 1000 watts very soon and is located in a rich midwest agricultural area that has a tremendous potential. If you're a top salesman, here's your real opportunity. Box 662B, BROADCASTING.

We will soon go on the air daytime, later on fulltime. We also have a TV application pending. We want a manager of proven ability of sales who would be interested in such an opportunity. L. W. Andrews, Inc., Radio Consultant, 219 Whitaker Bldg., Davenport, Iowa.

Salesmen

Wanted—Progressive, industrious salesman and sales manager, for new progressive midwestern 5,000 watt independent station, in half-million market. High percentage paid. Must be hustler. Box 478B BROADCASTING.

Local sales manager—Excellent opportunity, aggressive livewire who knows radio, likes to sell, can inspire and lead sales staff in highly competitive large eastern metropolitan market. Well established network affiliated growing station. No hot shots or pressure boys need apply. Applicant must be sober, dependable, highest character, interested in building a permanent future. Send all facts — background, ability, sales record, references, working arrangement desired and date available to Box 639B, BROADCASTING.

Regional network station in prosperous urban-rural market in north central states has immediate opening for good salesman. Working conditions excellent. Good salary. Chance for advancement. Box 670B, BROADCASTING.

We need an experienced time salesman who needs money. Salary plus commission. 250-watt Mutual outlet. The accounts are here, they just have to be called on. Rush full details to Box 571B, BROADCASTING.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Announcer-operator, first class. Experienced Montana station. Top wages. Permanent. Airmail Box 471B, BROADCASTING.

Experienced announcer. Able to operate console. CBS affiliate near Baltimore and Washington. Send transcription with complete details. Salary plus talent. Box 627B, BROADCASTING.

Wanted. An announcer with a good record on direct air sales. Box 669B BROADCASTING.

Experienced combination announcer-engineer. $900 per month to start plus talent if capable of sports play-by-play. Position now open. Contact KRHD, Duncan, Okla.

Mutual affiliate in highly desirable city needs young experienced announcer capable handling news and sports. Moderate starting salary. Opportunity for advancement. No long distance calls or discs. Give pertinent data including references, number dependents, if any, etc. in first letter. William T. Kemp, KVER, Box 1388, Albuquerque, New Mexico.

Wanted. Experienced sports announcer for 5000 watt station located in university town. Must be familiar with college football, baseball and basketball, also able to work regular announcers shift. Send audition record, experience and salary expected. Willing to pay expenses for personal interview. No shifters need apply. Contact Radio Station WJRD, Tuscaloosa, Alabama.

Experienced disc jockey - salesman. Good opportunity for right man. Contact WKNP-FM, Corning, N. Y.

Wanted—Experienced announcer with selling delivery. Send audition disc, picture and background data. WLVA, Lynchburg, Virginia.

Announcer wanted. Morning man with warm friendly approach. Detail previous experience, salary earned and expected. Address reply WMIX, Mt. Vernon, Ill.

Technical

Wanted — Combination engineer-announcer for progressive Mutual affiliate 250 watts located in one of Georgia's most progressive towns. Station well financed and owned by Walter Brown and Edgar Kobak. Send outline of experience, photo and recording of voice to Edgar H. Kobak, Mgr., WTWA, Thomson, Georgia.

Immediate position for experienced engineer-announcer. 40 hour week 1 kw net affiliate. Experience necessary. Contact Earle Russell at KXOB, Stockton, California.

Need 3 combination engineer-announcers at once for WGTN, Georgetown, South Carolina. State salary expected, ship audition disc.

Production-Programming, others

News Director. Must be network calibre newscaster, experienced in local reporting, and rewriting wire copy, with ability to direct department. Proven record in similar capacity with large city station necessary. Give previous experience and salaries. Box 412B, BROADCASTING.

Wanted. Continuity writer who can turn out commercial copy speedily and efficiently. Some announcing. Starting salary $40 per week. If interested, address background information, photograph and audition disc to Box 629B, BROADCASTING.

Order taker not required. Man or woman desiring $75.00 or more weekly needed by independent in wide open market of 100,000, south. Write Box 658B, BROADCASTING.

Copywriter-announcer who can handle position as program director. $200 month to start plus talent if capable of sports play-by-play. Position now open. Contact, KRHD, Duncan, Okla.

Situations Wanted

Managerial

Manager—Completely qualified station and commercial manager desires advancement. Have had excellent success in small station in highly competitive market. Will arrange interview. Box 486B, BROADCASTING.

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

Here's opportunity to improve your operation. Twenty year man in radio, experienced in management, programming, sales, available now for key position in progressive station. AM or TV. Box 558B, BROADCASTING.

Situations Wanted (Cont'd)

General manager, independent station, past 5 years, previously salesman, network station. Know how to get business. Best references. Box 569B, BROADCASTING.

Strong on sales, programming, promotion, personnel. Can get your station in black. Have done so for others. Am at top presently. Want opportunity sales, salesmanager, manager. Thirteen years experience, network-independent. References. Married, two children, sober. Available for interview California and adjacent states. Box 605B, BROADCASTING.

12 years experience all facets radio broadcasting. Prefer tough situation. Box 622B, BROADCASTING.

Sales-commercial manager, desires position with aggressive station. College education, 10 years radio, agency. Promotion experience. Box 623B, BROADCASTING.

Manager-assistant manager. Especially qualified as administrative assistant to general manager who concentrates on sales-public relations and needs operations supervisor. Eleven years radio plus non-radio executive training of exceptional nature. Experience in eastern and midwestern major markets. Available on reasonable notice. Box 635B, BROADCASTING.

Successful manager needs new opportunity to help pull station out of red. Can do combination, selling, managing and continuity writing. 42 years old, married. 22 years selling and managerial experience. Good references. Not afraid of work. Box 645B, BROADCASTING.

Salesmen

Experienced air salesman with television training wants position progressive station, preferably west or southwest. Good references. Also competent announcer. Box 552B, BROADCASTING.

5 years success in sales; 3 continuous years with 5 kw; B. A. in advertising; write selling copy; am married, car owner; excellent references; available mid-August. Box 602B, BROADCASTING.

Salesman, 32, married. Permanent position desired. Will travel anywhere. Have built up one station and have successfully opened another. Have written $85,000 in business in the past year. Picture and full particulars on request. Walter H. Hemann, c/o WMIX, Mt. Vernon, Ill.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Announcer, 23. College graduate, single, reliable, one year commercial experience. Some copywriting. Excellent references. Box 579B, BROADCASTING.

Announcer: Thoroughly experienced; rural programming, news specialty, family man. Desire permanent position in midwest. Favor small city. Box 590B, BROADCASTING.

Sportscaster: Three years staff announcer. Year sports show. Desires play-by-play. Good baseball, football, basketball knowledge. First class license. College degree. Young, single. Prefers Texas. Disc, photo on request. Box 610B, BROADCASTING.

Canadian mike men are tops. Yes, it's been proven. Fletcher Markle with CBS, Harry Junkins with NBC, Ivor Francis, Larry Thor, Hugh Kemp, just to name a few who are tops. Now here's another boy who wishes to place in the U. S. 12 years experience in announcing, narrating, disc jockeying, writing, producing plus one year agency experience. Now in Montreal but will move anywhere. Disc and recommendations. Available anytime. Box 620B, BROADCASTING.

Announcer, salesman, continuity writer, thirteen months experience on two east Texas stations. Desires change. Married. Veteran. Available one week's notice. Box 626B, BROADCASTING.

Announcer, limited announcing and acting experience, college station. College grad, advertising major. Pleasing voice, good diction. Some writing. Prefer middlewest. Salary unimportant. Box 628B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-writer. Specialize in ad-lib. Disc shows, audience participation, sports, etc. Also, creative ability for dramatic scripts and new programs. Available immediately. Transcription, photos, scripts and references upon request. Box 633B, BROADCASTING.

First class morning man available immediately. Nine years experience. Box 636B, BROADCASTING.

Available August 1. Young announcer, single, honest effort for chance at experience. Good radio voice. Disc and photo. Will go anywhere. Box 637B, BROADCASTING.

Money maker + crack announcer-jockey = me! I'll guarantee skyhigh sales, skyrocket listener ratings. Can prove I have doubled station profits. Box 641B, BROADCASTING.

Five years experience as announcer, writer. Now program director, midwest network. Desires concentrate on announcing. Board, news, general. Box 642B, BROADCASTING.

Experienced announcer desires position with opportunities for advancement. Disc and photo. Box 643B, BROADCASTING.

Announcer wants to work hard and settle down young, some experience. Box 648B, BROADCASTING.

Two-man DJ team, morning specialists. Proven consistent mail pull. Six and four years experience respectively. Experienced in all phases. Presently employed. Minimum salary requirement, $65 each. Box 650B, BROADCASTING.

Announcer, young single, good selling voice. Graduate leading announcer's school, Radio City. Can handle full stint commercials, news, interviews, etc. Strong on DJ shows. Will travel. Disc available. Box 651B, BROADCASTING.

Sports-disc jockey. Prefer permanent sports job. 28, five years experience, high school, college football, basketball professional baseball. Station and agency references. Available right away, first of September or right after coming football season. Box 652B, BROADCASTING.

Announcer, copywriter, single, 24, two years experience. Strong news voice. Will travel. Box 654B, BROADCASTING.

Got fifteen minutes? Then give a listen to my disc jockey audition. It's my sales talk for a regular spot on your station. Facts and figures to prove audience reaction. Box 659B, BROADCASTING.

Attention managers—Note this package. Experienced 25 year old married veteran with ticket available for $65.00 either as announcer or combination man. Want permanent position in established station east coast preferred. Best suited for DJ and commercial shows. References and disc. Box 661B, BROADCASTING.

Staff announcer. Experienced play-by-play. All sports, all announcing. Unemployed as station has ceased operation. Box 663B, BROADCASTING.

Announcer, operator. Have ticket. Experience 20 kw metropolitan FM station. Single will travel. Combination man. Produced own shows. Staff. Excellent references. Box 666B, BROADCASTING.

Sportscaster. Experienced play-by-play. All sports including calling harness races. College grad. Presently employed. Will travel. Box 667B, BROADCASTING.

Announcer—Young, experienced. Will travel. Can furnish references, disc and photo upon request. Jack Coyle, WIP, Philadelphia 7, Pa.

Announcer desires position in progressive independent or network affiliate. Very reliable. Thorough knowledge of announcing, newscasting, radio writing. Let audition tell story. Wire or write Jackie Knapp, 9810 N. Willamette Blvd., Portland, Oregon.

Announcer desires position on staff of progressive station. Age 21, single, conscientious. Recent graduate of radio school. Audition disc sent on request. Write Reuben Miller, 7½ Brown Street, Bellows Falls, Vermont.

Versatile announcer-singer, piano accompaniment. For disc and details, John D. Mills, 5101 13th St., N. W., Washington, D. C.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St., Kansas City, Missouri. Harrison 0473.

XUM

Situations Wanted (Cont'd)

Serious-minded June university graduate. Knows board. Need job. Anywhere. Disc, photographs ready. Write Box 577B, BROADCASTING.

Summer replacement announcer. 3 years college. English and speech major. Experienced newscasting, commercial, disc jockey. Charles Reese, 143 Church St., Mt. Pleasant, Pa. Phone 4516.

Alert, aggressive announcer will go anywhere for minimum wage and maximum advancement prospect. Extensive classical music background. Disc jockey, newscasting, continuity ability. Single, available immediately. Disc on request. Art Slavin, 79 Columbia St., Bridgeport, Conn.

Announcing position wanted by college graduate and School for Radio Announcers. Strong on interpretation and commercials. Otis Stern, Sardis, Ohio.

Technical

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desire position in midwest. Available immediately. Box 402B, BROADCASTING.

Engineer—22, single, first phone and second telegraph. Transmitter experience 250 w. Available immediately. Box 517B, BROADCASTING.

Chief engineer. College degree supplemented by experience in AM, FM, television. 50 kilowatt transmitters, network studios, directional antennas and construction. Box 591B, BROADCASTING.

Engineer, 1½ years experience transmitter, remotes. Graduate RCA. Now employed. Box 615B, BROADCASTING.

Combination engineer-announcer experienced in play-by-play sports, all-round announcing. Experience as chief engineer 250 and 1000 watt stations, manager, sales, copywriting. Available short notice. Married. References. Box 624B, BROADCASTING.

Available, 1st license, degree, 10 years experience, 7 as chief. Box 630B, BROADCASTING.

Wanted. Any place in Florida. Inexperienced. Fulltime only. Box 631B, BROADCASTING.

Morning man. Licensed engineer-announcer available for any locality. Will consider combination or straight announcing. All offers carefully considered. Capable, sober, reliable, friendly. Box 644B, BROADCASTING.

Engineer, 1st phone, 9 months experience transmitter, console, remotes and recordings. Presently employed, desire change. Single, have car. Box 646B, BROADCASTING.

Combination man, vet, 21, single, recent graduate, first phone, good voice, go anywhere. Box 647B, BROADCASTING.

Engineer presently employed with car. Desires position north of Virginia. Box 649B, BROADCASTING.

Engineer, B.S.E.E. Degree, 1st class radio-telephone license and 36 months studio and transmitter experience, desires position in broadcasting or television. Box 653B, BROADCASTING.

Engineer, vet., 22. Ambitious, some combination experience. Desires permanent position. Willing to travel. Box 664B, BROADCASTING.

Operator. Combination transcription experience in metropolitan 20 kw FM station. First class phone. Single, will travel. Box 665B, BROADCASTING.

Engineer. Experienced 5 kw, directional antennae, remotes. Desires position within 150 miles NYC. Box 673B, BROADCASTING.

First phone, just finished 8½ months of school. Young and will work hard for start in broadcasting. Southern states preferred. L. E. Parman, Elgin, Kansas. P. O. Box 83.

Young man, 25 years old, four years Navy radio. Graduated Bellevue. Three years announcing, all phases. Two years chief engineer. Desires position as operator-announcer preferable in south. Can write own shows. Write Box 296, Sterlington, Louisiana.

Situations Wanted (Cont'd)

First phone, first telegraph, 3 years telegraph ex. Prefer north middlewest. 25, single, combination acceptable. W. M. Dahlberg, Lot 141, 3600 Sheffield Ave., Hammond, Indiana.

Transmitter operator, experienced, amateur, married with car. Desires position with progressive small station in Ohio, New York or New England. Write F. L. Daly, 8 Linwood Road, Boston 22, Mass.

Engineer. Experience in FM-AM. 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

First class license—34 weeks radio school. 44 weeks Navy electronics school. Some announcing. No broadcast experience. Don Lewis, 316 West First, Maryville, Mo.

Operator, first phone, 25, married, one year broadcast experience, location unimportant. Lloyd O'Morrow, 124 W. Mesquite, Dublin, Texas.

First phone man desires position in broadcasting station. Some experience. Can do announcing. Write Carlton Peterson, Ogden, Iowa.

Production-Programming, others

Experienced girl Friday desires change. Bonafide reasons. Administrative, programming, continuity, traffic, public relations, air work. Box 594B, BROADCASTING.

Station manager's enthusiastic letter on character, ability tells my story. Journalism grad. 250 experience, report, write, edit, read news. Box 617B, BROADCASTING.

Young man now program director, Midwest regional available soon for similiar position or good announcing job. Experienced all phases. Strong news. All sports. Good voice. Box 634B, BROADCASTING.

Attention North Carolina—Program director-announcer 10 years in radio would like to return to old North state. Best references. Married and have family. Reliable and only consider permanancy. Box 638B, BROADCASTING.

Writer-announcer, Radio school graduate, intelligent, reliable, pleasant personality, will travel for personal interview, audition. Box 657B, BROADCASTING.

Newsman to edit and broadcast. Extensive experience, college education, married, dependable, recommendations. Box 660B, BROADCASTING.

Program director experienced in traffic and continuity. College degree in music. 4 years radio. Age 28. Single. Box 668B, BROADCASTING.

For Sale

Stations

Florida daytime station in metropolitan market with exceptional coverage on good regional frequency. Power increase and fulltime indicated. $47,000. Box 482B, BROADCASTING.

California network outlet, exclusive in prosperous, growing market, with no television worries. $35,000 down payment required. Box 621B, BROADCASTING.

For Sale—A 250 w fulltime network affiliated station, operating at a good profit. Write Box 655B, BROADCASTING.

2 construction permits in good markets. L. W. Andrews, Inc., Radio Consultant, 219 Whitaker Bldg., Davenport, Iowa.

Equipment, etc.

New transmitter—10% off—Brand new 3 kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 187B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to place your FM antenna on top of the present tower installation. We can offer you a practically new isocoupler at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Tex.

Must sell one (1) Western Electric 25B console with power supply and new junction boxes. Also for sale in portable case, one (1) 6N-disc recording table with-1D-cutter head. First reasonable offer accepted-KCSJ, Pueblo, Colorado.

For Sale (Cont'd)

Complete 250 watt standard broadcast and 3 kw FM consisting of following: RCA 250K transmitter, Western Electric 504-B2 transmitter, 399 ft. Ideco guyed tower with WE 54-A FM antenna and RCA 76-B console plus all accessories. W. H. Murphree, WABB, Mobile, Alabama.

FM Antenna for sale—1 Western Electric 54-A 6-bay FM antenna with sleet melting equipment. Used 16 months on 97.3 mcs. Replacing with pylon for TV installation. Bargain at $2500.00. Also single cell Westinghouse precipitron air filter. Cost $570.00. Sell $300.00. Both items excellent condition F. O. B. Greensboro. Write or contact Jim Winecoff, Chief Engineer, WFMY-TV, Greensboro, North Carolina.

Blaw-Knox self supporting square insulated steel tower 304 ft high including beacon, make offer. WHEC, Rochester, N. Y.

Truscon H-30 286 foot self-supporting tower, will support 4 bay FM or TV antenna, brand new, never erected, complete in every detail with A-3 lighting, base insulators and all hardware, $4500. GE BT-1-A 250 watt FM transmitter, brand new, complete with two sets of tubes, $1250. GE BY-2-B 4 bay FM antenna, brand new, $900. Presto Rexair Model "B" suction equipment for dual recorder, used less than 10 hours, $125. WE universal reproducer set complete with 9A head, 5A arm, 171A and KS10066 filter and switch assembly, used, in good condition, $85. "Wirecorder" complete with tubes, wire and two batteries, used, in good condition, $75. WE 23-C console, complete with tubes and WE relay power supply, used, in good condition, $200. RCA Varacoustic microphones, 2, used, good condition, $15 each. Brush PL-20 pickups with cartridges, new $15, used $10. All prices quoted FOB. WHHH, 2nd Nat'l Bank Bldg., Warren, Ohio.

Four-bay GE FM antenna. Formerly used on 98.3 mg. Perfect condition. All reasonable offers considered. Contact Bernard Jacobs, WOAK, 4000 W. Washington Blvd., Chicago. Sacramento 2-6272.

FM transmitter for sale. RCA FM3A. New. Equipped with RCA FM3A modification kit. Crystals for 107.5 MC channel 298. Transmitter never in service. Best offer. WPFB, Middletown, Ohio.

Presto 75-C portable recorder, needs repair. 1-C cutter. WE 753-B loudspeaker, like new. WWBZ, Vineland, New Jersey.

Tremendous savings on copper, pure electrolytic bonding copper. 3000 ′— .025" x 2¼" wide x coils @ 25¢ lb. F. O. B. our plant. H. P. Mandel and Sons, 2840 South Kedzie Avenue, Chicago 23, Illinois. Ph: Bishop 7-7890.

Wanted to Buy

Wanted—Three 250 foot towers. All should be same type. Give price and present status of tower. L. W. Andrews, Inc., Radio Consultant, 219 Whitaker Bldg., Davenport, Iowa.

Two station managers want to buy station. Have 15 G's cash down, and terms. Desire southwest, west or northwest. Will consider CP. Box 598B, BROADCASTING.

Wanted — 76C or 76B RCA studio consollette in good condition. Please quote age and price in first letter. Box 544B, BROADCASTING.

Interested in purchasing 1-5 kw transmitter and all accessory transmitter equipment necessary for operations. Prospective owner intends to dismantle and ship abroad. Box 520B, BROADCASTING.

Wanted—Equipment for complete 1000 watt station. Advise price and year of manufacture per item. L. W. Andrews, Inc., Radio Consultant, 219 Whitaker Bldg., Davenport, Iowa.

Miscellaneous

Boost profits with regional advertising campaigns. Clean selling, quality writing. Robert Kilb Productions, Inc. 210 Fifth Avenue, Suite 1102, New York City.

Help Wanted

Salesmen

SALESMAN WANTED

Excellent opportunity for experienced salesman with New England 50 kw network affiliate. Immediate opening. Send outline of experience and photo to

BOX 573B, BROADCASTING

Situations Wanted

Managerial

WILL TRADE—

successful twenty-two year career for right opportunity with stable, progressive organization. Fully experienced as program director, asst.-manager, general manager 5 kw network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Taishoff or Maury Long at BROADCASTING or write

BOX 533B, BROADCASTING

Announcers

ATTENTION, DENVER COLORADO!

Experienced announcer and program manager, now employed, wants to locate in your area. Excellent recommendations.

BOX 658B, BROADCASTING

Production-Programming, others

Young Man With A Past

Thirty years old he is currently completing a responsible public relations assignment in one of Europe's principal news centers.

He has been managing editor of a profitable trade magazine in Europe and a highly endorsed editor and commentator for an American network in Vienna.

College trained he was a newspaper reporter and radio writer before his enlistment in the Army Air Force with which he served as a combat flying officer.

Now contentedly married he is planning an early return to the U.S. and wants to market these qualifications, coupled with a virile sales personality for a radio or TV position which will pay off in direct proportion to results produced.

A complete resume including references, photograph and a disc that speaks for itself is available upon request. Box 632B, BROADCASTING.

School

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America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

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CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

(Continued on next page)

XUM

RADIO WRITING

Book Traces Techniques

FUNDAMENTALS OF WRITING FOR RADIO. By Rome Cowgill. New York: Rinehart & Co. Inc. 295 pp. $3.50.

THE MOST important step in teaching radio writing is to acquaint students with the radio medium itself—"letting them hear what they write"—according to Rome Cowgill, script writer for State Dept.'s Voice of America and formerly script editor at U. of Wisconsin's WHA. With that thought in mind, Mr. Cowgill prefaces his *Fundamentals of Writing for Radio.*

The book's purpose is two-fold: To help the student learn to write, stressing the relationship between radio and other forms of writing; and to teach techniques through a sound understanding of the broadcasting medium itself. After devoting his introduction to an objective analysis of radio as an industry and writing as a basic ability, Mr. Cowgill first takes up the "radio play as a story, because it exploits every aspect . . ." Succeeding chapters deal with such topics as dialogue and narration, sound, music, transitions, plotting the radio drama, special problems, continuity and spot announcements, talks and marketing. Included also are a few notable examples of effective scripts.

At conclusion Mr. Cowgill observes that: (1) Radio teaching, especially script-writing, is not yet a fulltime job except in a few professional schools, and (2) "very few radio critics exist in the sense that drama or book critics do."

For Sale

Stations

For sale—30% interest in established FM station 30 kw. Midwest — metropolitan area. Funds to be used to develop Transit Radio Franchise. A good investment for $20,000. Write

Box 672B,
BROADCASTING

TOP TALENT AVAILABLE
Directors, Writers, Salesmen, Announcers, Engineers, Office Help all on file with Graebner's — Radio's newest and most progressive agency. Advise us of your job openings and we'll help you in a hurry.
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LECTURE SERIES

Dr. Huth Expands Course

TWO SERIES of lectures on "World Radio" and an international broadcasting seminar will be included in the courses Dr. Arno G. Huth will direct at the New School for Social Research, New York, next season.

The first "World Radio" course in the fall will examine current conditions in broadcasting and television. The second course, to be offered next spring, will take up problems and activities in international broadcasting, Dr. Huth said. Admission to the international broadcasting seminar will be restricted to advanced radio students and professional broadcasters.

Dr. Huth plans to have outstanding radio-TV leaders as guest speakers. Courses will be combined with field trips and demonstrations of international broadcasts and of the new techniques of word and image transmission.

KGER Opens Offices

KGER Long Beach, Calif., has announced opening of new studios and business offices in Spring Arcade Bldg., 541 S. Spring St., Los Angeles. Phone is Madison 2551. The 5 kw station operates on 1390 kc. Galen Gilbert is general manager.

. . . . FULL TIME
. . . . REGIONAL
. . . . WEST COAST
. . . . MAJOR MARKET
. . . . SLIGHTLY MORE THAN ANNUAL GROSS

PRICE: $337.500.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	235 Montgomery Street
Sterling 4341-2	Central 1177	Exbrook 2-5672

Sponsored TV Hours

(Continued from page 54)

was remote broadcasting. This figure amounts to more than one-third of all sponsored time during the week.

Sports programming in April, before the baseball season was in full swing, amounted to only 212 hours.

Live programming decreased during May, dropping to 511 hours and 27 minutes of sponsored time. This is about 33 hours below the April total. Film showings increased from 93 hours in April to 111 hours, 15 minutes during May's sample week. Live and film combinations dropped from 67 hours to 36 hours during the month, and remote broadcasting increased from 202 hours to 318 hours and 28 minutes. Other forms of production, including the use of slides in combination with live voice or films, took up the remaining 17 hours and 52 minutes of the total. (See Table II.)

* * *

TABLE I
TV SPONSORSHIP BY PROGRAM TIME

	Network (Hrs.-Min.)	Spot (Hrs.-Min.)	Local (Hrs.-Min.)	Total (Hrs.-Min.)
Audience Participation	5:00	:32	2:55	8:27
Children's	57:30	2:02	15:48	75:20
Discussion	23:30	—	—	23:30
Dramatic	65:00	:57	15:56	81:53
Educational	1:15	:35	1:30	3:20
Fashion	—	:57	1:50	2:47
Household & Women's	2:30	7:18	15:18	25:06
Musical	65:00	4:15	8:01	77:16
News	24:05	6:49	14:49	45:43
Quiz	28:30	:52	5:28	34:50
Sports	59:00	208:54	75:39	343:33
Special Events	—	—	—	—
Variety	202:45	6:32	19:07	228:24
Announcements	—	21:49	19:30	41.19
Miscellaneous	2:05	:15	1:55	4:15
Total	536:10	261:47	197:46	995.43

TABLE II
TV PRODUCTION METHODS
(Hrs.-Min.)

	Live Shows	Film	Live & Film	Remotes	Slide Live-Film Combination
Networks	428:50	31:20	20:00	56:00	—
Spot	60:24	37:06	12:50	74:34	12:52
Local	22:13	42:49	3:51	187:54	5:00
Total	511:27	111:15	36:41	318:28	17:52

UN SERIES

New Discs Planned; Radio Praised

STARTING about the last week of July, 275 independent stations in 216 cities in 45 states will start a quarter-hour transcribed series, *The UN Story*, Benjamin Cohen, assistant secretary-general of the United Nations in charge of public information, said Wednesday to a meeting of radio editors at Lake Success.

Mr. Cohen also announced that another UN series, *Two Billion Strong*, has been so successful as an afternoon program on ABC that the network is repeating it as a Saturday evening feature during the summer. It started July 2. In addition to *Citizen of the World*, hour-long documentary written and directed by Norman Corwin, which CBS will broadcast July 10, Mr. Cohen said that 185 independent stations have requested another Corwin program made especially for them. Mr. Corwin is currently serving as director of special projects in the UN radio division.

BMI, in cooperation with UN and the U. S. Commission on UNESCO, will release a 52-week series, *Music of the World*, in September, he announced. The CBS series, *Memo From Lake Success*, will return to the air that month after a summer recess and NBC, also in September, will launch an intensive six-week campaign of UN programs in cooperation with the American Assn. for UN and the National Education Assn. Another Corwin documentary will open this series on Sept. 4.

★

"Radio is doing a tremendous job in putting us in touch with the people," Mr. Cohen stated. He lauded the cooperation of American broadcasters as "a splendid example for the rest of the world."

Summarizing this cooperation, he reported that 170 stations are carrying the daily *UN Today* series; 96 CBS stations have carried *Memo From Lake Success* since last September; 220 ABC stations have broadcast *Two Billion Strong* since April; 20 stations have aired *UN Story* since December; 1,000 stations have broadcast *Little Songs About UN*; 2,500 women broadcasters and others receive the weekly women's bulletin; 200 radio news directors get the weekly UN news summary. In addition, he noted, 1,000 stations broadcast both *UN Day 1948* and *A Year to Remember* shows.

Texas station established 1936 needs experienced announcer. Prefer Texan capable handling news, sports, remotes, etc. Very little control operating. New air conditioned studios. Good starting salary. Opportunity advance to program director. Pleasant city, 28,000. Contact Burton Bishop, KTEM, Temple, Texas.

FCC Actions

(Continued from page 66)

Decisions Cont.:

KFJB Marshall Electric Co., Marshalltown, Iowa—Granted license install new trans.

WFFV Suffolk News Co., Suffolk, Va.—Granted request to delete CP for new FM broadcast station.

WDXI Jackson, Tenn.—Granted mod. CP to change type of trans.

Alaska Bestg. Co., Anchorage, Alaska—Granted license new remote pickup KWA80 and change type trans.

WSGN Birmingham, Ala. — Granted mod. of license change main studio location.

McKinney Air Enterprises Inc., Area of McKinney, Tex.—Granted CP for new remote pickup KA-3596.

Colorado Bestg. Co. Inc., Area of Pueblo, Col.—Same KA-3597.

WHBF-TV Rock Island, Ill.—Granted mod. CP to change studio and trans. locations and type ant. and change trans.

WHHH Warren, Ohio—Granted mod. CP for extension of completion date to 12-30-49.

WILM Wilmington, Del.—Same to 2-14-50.

June 28 Applications . . .

ACCEPTED FOR FILING

License for CP

KROG Sonora, Calif.—License to cover CP new AM station.

AM—1490 kc

Custer County Bestg. Co., Broken Bow, Neb.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1490 kc 250 w unl.

Modification of CP

WISE-FM Asheville, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

WCUO Cleveland—License for CP new FM station.

TV (66-72 mc)

WNBT New York—License to use old main trans. as aux. trans. with ERP 7 kw vis. 5.75 kw aur.

APPLICATION DISMISSED

KULE Ephrata, Wash.—DISMISSED June 28 Mod. CP new AM station for extension of complete date. Incomplete.

June 29 Applications . . .

ACCEPTED FOR FILING

AM—630 kc

Delta Bestrs. Inc., Thibodaux, La.—CP new AM station 800 kc 250 w D AMENDED to request 630 kc 500 w D.

License for CP

License to cover CP new AM station: WPLA Plant City, Fla., WHWB Rutland, Vt.

Modification of CP

Mod. CP new AM station for extension of completion date: WPRT Prestonsburg, Ky.; KLMS Lincoln, Neb.; WPAW Pawtucket, R. I.

KTOK Oklahoma City, Okla.—Mod. CP new AM station to increase power, change frequency etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KWFM San Diego; WWNI Wabash, Ind.; KBTR Minneapolis; KDRO-FM Sedalia, Mo.; WFIL-FM Philadelphia; WVVW-FM Fairmont, W. Va.

License for CP

License to cover CP new FM station: KWID-FM Urbana, Ill.; WSMB-FM New Orleans; WJPA-FM Washington, Pa.

License Renewal

Request for license renewal new FM station: WOAP-FM Owosso, Mich.; WJJW Wyndotte, Mich.; KVCN Stockton, Calif.

Retired to Files

KMAC San Antonio, Tex.—Retired to files June 17 application for renewal license new AM station.

June 30 Decisions . . .

Following granted mod. of terms of present authorizations:

WLYC Williamsport, Pa.—To change ERP from 3 kw to 3.1 kw ant. from 1,250 ft. 1,260 ft., subject to approval by CAA.

WAAF-FM Chicago—To change ant. from 560 ft. to 550 ft. subject to approval by CAA.

WBLK-FM Clarksburg, W. Va. — To change ERP from 12 kw to 14.5 kw ant. from 690 ft. to 660 ft.

WKBN-FM Youngstown, Ohio — To change ERP from 19 kw to 18.5 kw and ant. from 510 ft. to 520 ft., subject to causing no change in pattern of directive array of WKBN.

WTOA Trenton, N. J. — To change ERP from 13.7 kw to 14.5 kw and ant. from 375 ft. to 275 ft.

WMUN Muncie, Ind.—To change ERP from 8.6 kw to 7.4 kw.

WHHM-FM Memphis, Tenn. — To change ERP from 16 kw to 17.5 kw ant. from 430 ft. to 400 ft.

WFMR New Bedford, Mass. — To change ERP from 19 kw to 20 kw ant. from 510 ft. to 330 ft., subject to power of WNBH being determined by indirect method during construction of FM ant. and subject to new ant. resistance measurements for WNBH being submitted on FCC Form 302 upon completion of FM ant. construction.

Hearing Designated

Pioneer FM Co., Madison, Ind.—Designated for hearing application Class A FM station, at time and place to be specified later, to determine legal, financial, technical and other qualifications of applicant, and its partners to construct and operate proposed station, and to obtain full information with respect to nature and character of proposed program service.

Extension Granted

KRON-TV San Francisco—Granted applications extending to Oct. 3, completion dates for KRON-TV and experimental TV relay stations W6XMD and W6XKK.

Extension Denied

KEYL San Antonio—On basis of apparent lack of diligence denied application for extension of completion date from June 15 to Oct. 15; informed applicant that if it requests hearing within 20 days, denial will be set aside pending outcome.

KTLX Phoenix, Ariz.—On basis of apparent lack of diligence denied application for extension of completion date from June 15 to Oct. 15; informed applicant that if he requests hearing within 20 days, denial will be set aside pending outcome.

License Renewal

WTOP-FM Washington, D. C.—Granted renewal of license period ending March 1, 1950.

WFMD-FM Frederick, Md.—Granted renewal of license for period ending Dec. 1, 1951

KURV-FM Edinburg, Tex.—Granted renewal of license for period ending Sept. 1, 1950.

Extension of License

KXXL Reno, Nev.—Granted further temporary extension of license to Sept. 1.

Hearing Designated

WGWD Gadsden, Ala.—Designated for hearing application for renewal of license granted further temporary extension of license to Dec. 1.

Petition Denied

WJBW New Orleans, La.—Denied petition requesting extension of temporary license to Oct. 1, extended same to July 31, to enable licensee to wind up affairs of station.

Extension Granted

WMRO Aurora, Ill.—Granted temporary extension of license to Aug. 1.

KSJO-FM San Jose, Calif.—Granted temporary extension of license to Sept. 1.

License Cancelled

W8XUM Radiohio Inc. Columbus, Ohio—Cancelled license of experimental facsimile station as of July 1, and dismissed application for renewal of license.

W9XWT WHAS, Inc., Louisville, Ky.—Same as above.

Hearing Designated

WTTH Port Huron, Mich.—Designated for hearing application change frequency from 1360 kc to 1380 kc, increase hours of operation from day only to unl. DA-DN.

Mod. CP Granted

KMCM McMinnville, Ore.—Granted mod. CP to specify unl. time in lieu of daytime only with DA for night use only; eng. cond.

WKRS Waukegan, Ill.—Granted mod. CP to change type of trans. and make changes in DA system; eng. cond.

Hearing Designated

WSNY and Public Service Bestg. Corp., Schenectady, N. Y.—Designated for hearing applications of Western Gateway Bestg. Corp. for renewal of license of WSNY of Public Service Bestg. Corp. for new station seeking facilities now authorized for use by WSNY (1240 kc, 250 w unl.) in consolidated hearing on application of Western Gateway Bestg. Corp. for transfer of control of WSNY and various petitions, which were designated for hearing on May 5; amended May 5 order to include applications.

Change Granted

WFMD Frederick, Md.—Granted application to change type of trans. specify DA-N, change studio location; eng. cond.

Hearing Designated

William C. Grove, Denver, Col.—Designated for hearing application for new station to operate on 910 kc 1 kw sh. with KPOF Denver; made KGLC Miami, Okla., KRRV Sherman, Tex., KLX Oakland, Calif., WSUL Iowa City, Iowa, KALL Salt Lake City, Utah and KPHO Phoenix, Ariz., parties to proceeding.

Petition Granted

Vulcan Bestg. Co., Birmingham, Ala.—Granted petition for waiver of hearing on application new station on 1490 kc 250 w unl. and requesting the Commission to act upon application in accordance with special procedure set forth in Section 1.391 of the Rules; ordered that record in this proceeding is considered closed as of Feb. 23.

Petition Denied

WOW Omaha, Neb.—In Memorandum Opinion and Order denied petitions WOW requesting Commission issue order to The Star Bestg. Co. Inc., to show cause why its license for operation of KCSJ Pueblo, Col., should not be modified to specify use of present nighttime DA during daytime and to designate for hearing application of KCSJ for renewal of license.

Orders Amended

KIEV Glendale, Calif.—On petition of KIEV, amended orders designating for consolidated proceeding applications of Leland Holzer, Los Angeles, Calif., et al to make KIEV party to proceeding with reference to parties therein.

Request Granted

WIRB Wiregrass Bestg. Co., Enterprise, Ala.—Granted request to permit WIRB to broadcast only during hours 6 a.m. to 6 p.m. from date to Sept. 1 rule waived accordingly.

June 30 Applications

ACCEPTED FOR FILING

AM—1460 kc

KDON Palm Beach, Calif.—CP to increase power from 1 kw to 5 kw. AMENDED to request change of name from Monterery Broadcasting Co. to Central Coast Counties Radio Inc.

License Renewal

KMBY Monterey, Calif.—License renewal new AM station.

WFAS-FM White Plains, N. Y.—License renewal new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WAVZ-FM New Haven, Conn.; WNOX-FM Knoxville, Tenn.; WSVA-FM Harrisonburg, Va.

License for CP

KERN-FM Bakersfield, Calif.—License to cover CP new FM station.

Modification of CP

WBRC-TV Birmingham, Ala.—Mod. CP new commercial TV station to change ERP from 14.5 kw vis. 7.7 kw aur. 12.2 kw vis. 6.1 kw aur.

WMCT Memphis, Tenn.—Mod. CP new commercial TV station for extension of completion date.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JULY 4

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,002	1,966	212		418	242
FM Stations	727	359	512	15*	53	30
TV Stations	64	12	106		339	182

* 5 on air

CALL ASSIGNMENTS: KERR Tulsa, Okla. (All-Oklahoma Bestg. Co., 740 kc, 10 kw-night, 50 kw-day, directional, fulltime); KENM Portales, N. M., changed from KCLR (Plains Broadcast Co.); KNBY Newport, Ark. (Newport Bestg. Co., 1280 kc, 1 kw, day); KOSE Osceola, Ark. (H. F. Ohlendorf, 860 kc, 1 kw, day); WDKD Kingstree S. C., changed from WHLC (Palmetto Bestg. Co.); WIBL Beverly, Mass. (Conant Bestg. Co. Inc., 1540 kc, 250 w, day); WOHI East Liverpool, Ohio (East Liverpool Bestg. Co., 1490 kc, 250 w, unlimited); WRMN Elgin, Ill. (The Elgin Bestg. Co., 1410 kc, 500 w, day); WSDR Sterling, Ill. (Blackhawk Bestg. Co., 1240 kc, 100 w unlimited); WWCA Gary Ind. (Lake Bestg. Co. Inc., 1270 kc, 1 kw, unlimited, directional); WYVE Wytheville, Va. (Wythe County Bestg. Co., 1280 kc, 1 kw, day); WCHS-FM Charleston, W. Va. (Charleston Bestg. Co.); WGKV-FM Charleston, W. Va. (Kenawha Valley Bestg. Co.); WRBI (FM) Blue Island, Ill. (South Suburban Bestg. Co.).

* * *

Docket Actions . . .

FINAL DECISION

Orange, Va.—James Madison Broadcasting Corp., final decision granting application for 1340 kc, 250 w unlimited. Corporation is controlled by 28 local business men. Frederick L. Aliman, owner of WSVA Harrisonburg, Va. holds 1/3 interest. Welford A. Sherman, in plumbing, heating and electrical business is president. Proposed Decision BROADCASTING May 23 page 54. Decision June 24.

KSTT Davenport, Iowa—Final decision granting application of Davenport Broadcasting Co. Inc. to change from 750 kc, 250 w daytime to 1170 kc, 1 kw unlimited, directional. Comrs. Coy and Walker not participating. See story this issue. Decision June 27.

Lawrence, Mass.—Northeast Radio Inc., final decision granting new station to operate on 980 kc, 1 kw daytime. Principals in corp. are: Israel Cohen, employe WHN New York, president 20%; Theodore Cohen, electronics technician, vice president 20%; Ralph E. Floyd, electrical engineer, treasurer 14.3%; Maurice Cohen, carpenter, assistant treasurer 20%; Raymond Goulding, employe WHDH Boston 20%; Philip H. Goulding, news editor and radio announcer WHN, 5.7%. WBET Brockton, Mass. was granted increase in power from 250 w daytime to 1 kw daytime on 990 kc. Same decision denied application of Viking Broadcasting Co., for station in Newport,, R. I. seeking 980 kc 1 kw daytime. See Proposed Decision BROADCASTING May 16, page 82. Decision June 27.

Danbury, Conn.—Fairfield Broadcasting Co., final decision granting application new station on 550 kc, 1 kw daytime, 500 w night. Principals in Fairfield include: James B. Lee president 46%; Frank E. Lee Jr., vice president 46%; Leonard McMahon, attorney and traffic judge, secretary 4%; Charles A. Kibling, for many years associated with radio proposed general manager 4%. James B. and Frank H. Lee with other members of the Lee family own Frank H. Lee Co. hat firm. Frank H. Lee Jr., is also vice president of Danbury News Times. Fairfield is FM grantee there. Competitive bids of WNBH New Bedford to change from 1340 kc, 250 w unlimited to 550 kc, 5 kw unlimited and Atlantic Radio Corp., for new station at Boston, Mass. seeking 550 kc 5 kw daytime 1 kw night directional were denied. See Proposed Decision BROADCASTING May 30, page 54.

Sterling, Ill.—Blackhawk Broadcasting Co., final decision granting application for new station on 1240 kc, 100 w unlimited. Principals in company are: Sam Bartlett, writer, producer and director of many radio shows, president 54.6%; Lillian Bartlett, wife of Sam Bartlett and has worked with him on his radio enterprises, vice president 24.7%; John H. Rockwell,

(Continued on page 68)

FCC Roundup

(Continued from page 67)

secretary-treasurer 6.5%. Proctor M. Fiske, director 0.7%. There are eleven minor stockholders. WTAX Springfield, Ill., was granted increase in power from 100 w unlimited to 250 w unlimited on 1240 kc. Application by Shelbyville Broadcasting Co., for new station at Shelbyville, Ill. on 1250 kc, 250 kw daytime was denied. Decision June 28.

ORDER

Keystone Broadcasting Corp., Harrisburg, Pa.; York Broadcasting Co., York, Pa.; Reading Broadcasting Co., Reading, Pa.—Granted joint petition requesting dismissal of applications for CP's new FM stations. Denied petition in so far as request to dismiss without prejudice. Comrs. Coy and Walker not participating. See story BROADCASTING June 27, page 78. Order June 24.

WARL-FM Arlington, Va.—Northern Virginia Broadcasters Inc., order granting modification of FM CP to change from Class A to Class B facilities Channel 286 (105.1 mc), ERP 13.8 kw, antenna 345 ft. Order granting modification of CP Silver Spring, Md., Montgomery FM Broadcasting Corp. to change from Class A to Class B, Channel 290 (105.9 mc), ERP 14.5 kw, antenna 470 ft. Comrs. Coy and Walker not participating. See story BROADCASTING June 27, page 78. Order June 24.

INITIAL DECISION

WHAS Louisville, Ky.—Initial decision issued by Hearing Examiner Leo Resnick looking toward denial of application of Courier-Journal and Louisville Times Co. for consent to transfer control of WHAS Inc., to Crosley Broadcasting Corp. WHAS Inc. holds following authorizations: WHAS-AM-FM licenses and CP for WHAS-TV, W9XEK license for developmental FM, W9XWT license experimental facsimile and licenses for WHAE, WAUV, WAUJ, WAIC, WAIM, WALN, WFJJ remote pick ups in connection with operation of WHAS-AM-FM. Proposed decision June 24.

WRTB Waltham, Mass.—Initial decision looking toward grant of application of Raytheon Manufacturing Co. for modification of CP for new commercial television station for extension of completion date. Subject to condition that applicant shall have station ready for commercial operation ninety days from date of grant by Commission to change transmitter site from Waltham to Medford, Mass. See story BROADCASTING June 27, page 78. Initial decision issued by Hearing Examiner Hugh B. Hutchinson June 24.

Non-Docket Actions . . .

AM GRANTS

Gettysburg, Pa.—Times & News Publishing Co., granted 1450 kc, 250 w unlimited. Etimated cost $33,410. Applicant publishes weekday Times and Saturday Star and Sentinel and is headed by Samuel G. Spangler president who holds 10% interest. Granted June 30.

Fremont, Ohio—Robert F. Wolfe Co. granted 900 kc, 500 w daytime directional. Etimated cost $20,450. Applicant is licensee of WFRO FM outlet in Fremont. Granted June 30.

Wheeling, W. Va.—Wheeling Broadcasting Co., granted 1600 kc, 1 kw daytime directional. Estimated cost $34,830. Principals: Erlin L. Freeman, manufacturer of electronics equipment; Kenneth H. Forney, construction of water supply equipment and Glen A. Forney, employe of Westinghouse all have a 1/3 interest.

KCOL Fort Collins, Col.—Northern Colorado Broadcasting Co., granted switch from 1400 kc, 250 w unlimited to 1410 kc, 1 kw unlimited directional night. Granted June 30.

WFNS Burlington, N. C.—Burlington-Graham Broadcasting Co., granted change in hours of operation from daytime only to unlimited using nighttime directional. Granted June 30.

WSBA York, Pa.—Susquehanna Broadcasting Co., granted switch in facilities from 900 kc 1 kw daytime to 910 kc, 1 kw unlimited directional. Granted June 30.

FM GRANTS

Decatur, Ala.—Tennessee Valley Broadcasting Co. Inc., granted CP new Class B station, Channel 223 (92.5 mc), ERP 3.1 kw, antenna 300 ft. Estimated cost $28,542 exclusive of land. Applicant is licensee of WMSL AM outlet in Decatur. Granted June 30.

WKMH-FM Dearborn, Mich.—WKMH Inc., granted CP new class B station, Channel 262 (100.3 mc), ERP 7.7 kw, antenna 270 ft. WKMH Inc., is licensee of AM station WKMH there. Granted June 30.

Albuquerque, N. M.—Board of Education of the City of Albuquerque, granted new noncommercial educational station. Channel 206 (89.1 mc), ERP 165 w, antenna 70 ft. Estimated cost $11,363 exclusive of land and buildings. Granted June 30.

Oxford, Ohio—Miami U granted new noncommercial educational station. Channel 201 (88.1 mc), power 10 w. Estimated cost exclusive of land and buildings $2,200. Granted June 30.

Boston, Mass.—Emerson College granted new non-commercial educational station Channel 201 (88.1 mc), power 10 w. Estimated cost exclusive of land and buildings $3,723. Granted June 30.

TRANSFER GRANTS

WFEC Miami, Fla.—Granted transfer of control in Florida East Coast Broadcasting Co. to Dorothy Bartell. William Benns holder of 99 shares in company sells 73 shares and Maria Skinner who has 1½ shares sells her total holding. Consideration is $7,450. Mrs. Bartell now holds 59.875% interest. WFEC is assigned 250 w daytime on 1220 kc. Granted June 30.

KEYD Minneapolis, Minn.—Granted transfer of control in Family Broadcasting Co., from Christian Business Men's Committee to nine present stockholders for consideration of $20,000. Stockholders who now have majority interest are: Henry Klages, Joseph E. Dahl, Will R. Anderson, George H. Lockwood, David Nelson, C. Theodore Skanse, H. P. Linner, H. C. Logefeil and George S. England. Granted June 30.

Deletions . . .

TWO FM authorizations and one AM license were deleted by FCC last week. Total dropouts to date since first of year: FM 117, AM 19.

FM DELETIONS

WMOB-FM Mobile, Ala. — Nunn Broadcasting Corp., June 30 CP. See story BROADCASTING June 20.

WFFV Suffolk, Va.—Suffolk News Co., June 30 CP. Unable to find transmitter site. CAA turned down previous site.

AM DELETIONS

WMOB Mobile, Ala.—Nunn Broadcasting Corp., June 15 license. See story BROADCASTING June 20.

New Applications . . .

TV APPLICATIONS

Duluth, Minn.—Head of the Lakes Broadcasting Co., Channel 3 (60-66 mc), ERP 1.6 kw visual, 0.8 kw aural, antenna height 769 ft. Estimated cost $142,210, first year operating costs $86,500, estimated revenue $52,000. Applicant is licensee of WEBC-AM-FM Duluth, WMFG Hibbing, Minn., and WHLB Virginia, Minn. Filed June 27.

Abilene, Tex.—Abilene Television Co., Channel 11 (198-204 mc), ERP 2.73 kw visual, 1.36 kw aural, antenna height 386 ft. Estimated cost $109,000, first year operating cost $70,000, estimated revenue $70,000. Principals are: James B. Cheek, member architectural firm of Fooshee and Cheek, 16⅔%; Ward D. Downs, owner plumbing supply company, 16⅔%; Virgil A. Hargett, 16⅔%; Winnie Shelton, owner Shelton Construction Co. and property in Dallas, Tex. and Washington, D. C., 16⅔%; M. F. Fooshee, member architectural firm, 16⅔%; Dave C. Edwards, manager Hillcrest Mausoleum, Dallas, Tex., 16⅔%. Filed June. 24.

Midland, Tex.—Midland Television Corp., Channel 7 (174-180 mc), ERP 2.56 kw visual, 1.28 kw aural, antenna height 432.5 ft. Etimated cost $109,000, first year operating cost $70,000, revenue estimated $70,000. Principals in Midland Television same as in Abilene Television Co., applications filed simultaneously. Filed June 24.

San Angelo, Tex.—San Angelo Television Co., Channel 8 (180-186 mc), ERP 2.6 kw visual, 1.3 kw aural, antenna height 409.66 ft. Estimated costs and principals same in Abilene Television Co., and Midland Television Co. Filed June 24.

FM APPLICATIONS

Greensboro, N. C.—Board of Trustees Greensboro City Administrative Unit, Channel 209 (89.7 mc), power 10 W. Estimated cost $3,000. Filed June 29.

TRANSFER REQUESTS

KDRS Paragould, Ark.—Assignment of license from Thomas Maxie Self, Eads Douglas and Gordon Theodore Rand d/b as Progressive Broadcasting Co., to a new partnership composed of Mr. Self and Mr. Rand. Mr. Douglas withdraws to enter special training and sells his interests for $20,000. New partnership will continue under same name. KDRS is assigned 1490 kc 250 w unl. Filed June 23.

KTLX Phoenix, Ariz.—Assignment of CP from R. L. Wheelock, W. L. Pickens, H. H. Coffield and John B. Mills a partnership d/b as Phoenix Television Co. to a new corporation Phoenix Television Inc. in which four original partners now hold the following stock: Mr. Wheelock 15%; Mr. Pickens 20%; Mr. Coffield 15%; and Mr. Mills 25%. Newcomers: Mr. Harbor, retired physician and secretary - treasurer purchases 6½% for $9,750; Mr. Mullins, amusement park operator, buys 6% for $9,000; Rex Shepp, owner of KPHO Phoenix, president buys 12½% for $18,750. Three of original partners are non residents of Phoenix and it is felt that new corporation in which a few local people have part in daily operation of station would be beneficial. KTLX is assigned Channel 5 (76-82 mc), ERP 17.5 kw visual, 8.7 kw aural. Filed June 23.

KLTI-AM-FM Longview, Tex.—Assignment of license from R. G. LeTourneau to LeTourneau Radio Corp. LeTourneau Radio Corp. is composed of R. G. LeTourneau and his wife who each have 1% and Clifton W. Brannon who has 1%. 97% of corporation is owned by LeTourneau Technical Institute. (LeTourneau Technical Institute is beneficial owner of the 3% held by LeTourneau Radio Corp.) No money is involved. KLTI is assigned 1280 kc 1 kw daytime. KLTI-FM operates on Channel 290 (105.9 mc). Filed June 21.

A FLIP of the switch by Engineer Roy Bond (seated)—and WBAP Fort Worth's complete new AM studios went into operation June 18. Standing by is R. C. Stinson, WBAP director of engineering. The 40-ft. control panel in front of Mr. Bond is part of the new RCA custom-built equipment installed in the new radio-television center in Fort Worth.

WBAP MOVES

Opens New Radio-TV Center

WBAP Fort Worth moved its entire facilities to its new Radio and Television Center June 19 after 11 years of operation in the Medical Arts Bldg. in downtown Fort Worth. The move was made in six hours with no loss of air time for any of the three operations—AM, FM and TV—station reports.

The new building contains some 70,000 square feet of floor space. Nine studios are included—six for AM and three for TV. Each of the AM studios is decorated in a different color ranging from brilliant reds, browns, yellows and greens to soft white and blue. Outstanding feature of the new two-story brick structure is a specially designed master control panel 40 feet long. It is housed in glass just inside the main entrance to the plant, giving visitors an impressive first look upon entering the station.

WBAP's Radio and Television Center is open to visitors but a formal opening will not be held until sometime next fall, according to Harold Hough, director of WBAP. For the past several months engineers under the supervision of R. C. Stinson, director of engineering, have been wiring in complete new equipment, custom built by RCA, at the new plant. The move was simply a matter of shutting down the old plant and opening the new unit six hours later.

The move marked the third time WBAP has changed location in its 27 years of operation. Mr. Hough is the only member of the present staff who participated in the original 1922 broadcast of the station.

NAAN CHANGES

Japha Named Exec. Secty.

MANAGING directorship and ownership of the National Advertising Agency Network has been transferred from Oakleigh R. French, of Oakleigh R. French & Assoc., St. Louis, to the network's steering committee. The change, part of the agency group's move toward expansion in organization and services, was announced following NAAN's annual conference at Three Lakes, Wis., last week.

Wilford York, of Hoffman & York, Milwaukee, has been elected steering committee chairman, and Frank Japha, consultant in management engineering at St. Louis, has been employed as the network's executive secretary. Mr. Japha, founder of NAAN, formerly headed his own agency in Buffalo.

NAAN's headquarters will remain at 4235 Lindell Blvd., St. Louis. Members of the network's steering committee, besides Mr. York, are: Mr. French, who has been elected a lifetime member; Herbert Peck, president, Hazard Advertising Co., New York; Charles Carter, Carter Advertising, Kansas City; Howard Swink, Howard Swink Advertising Agency, Marion, Ohio; Henry J. Kaufman, Henry J. Kaufman & Assoc., Washington, and Ernest Lee, president, Merrill Kremer Inc., Memphis.

AL PAUL LEFTON, Philadelphia advertising executive, was re-elected president of Eagleville (Pa.) Sanatorium at the 40th annual meeting.

'Videotown'

(Continued from page 47)

middle and lower income groups. In 1947, 40% of sets were financed, the ratio rising to 42% in 1948 and 44% in the first quarter of 1949. In both 1948 and 1949, January was the low point in financing.

Currently 13% of upper class sets are financed, with 45.9% in the middle and 67.4% in the lower class, an average of 42.5%.

Average price of sets bought in Videotown is $384, with "surprisingly little difference by socio-economic groups."

The average cost of sets follows, by income groups:

	Percent Upper	Percent Middle	Percent Lower	Percent Average
Under $300	12.0	13.7	25.8	15.1
$301-$400	37.0	44.4	32.6	41.5
$401-$500	17.6	22.0	39.3	23.7
Over $500	33.4	19.9	2.3	19.7
Average	$408	$380	$366	$384

Nearly two-thirds of the sets are table models, with total Videotown sales by model closely approximating national production (see chart). A trend toward larger screen sizes is noted, screens of less than 9 inches dropping from 14% to 1.5% of the total; 10-inch screens have a slightly decreasing share except at Christmas; 12-inch and larger screens accounted for 48.7% of sales in the first quarter of 1949.

Newell-Emmett discovered that new brands of TV sets are pushing the leaders. A year ago the top two brands accounted for nearly 40% of sales but they now have just 26.5% of sales. Two newcomers each have achieved a 12% position this year. "The brand battle is far from settled," the agency states.

Top Dealers Still Lead

The four top dealers a year ago still lead the field, but with some changes in rank. They did 55.9% of business in April 1949 compared to 51.8% a year ago.

Fewer than 8% of Videotown TV sets are in commercial places, with 72 sets in bars (60% increase in a year) and 22 in clubs (120% increase). This market is described as "practically saturated."

Other TV conclusions in the survey:

57% of TV families own their homes.

1.7% of sets were out of commission at the time of the interview.

Over 90% of all residential sets are in the living room—have become the center of home entertainment. A larger share of the upper class (16%) have placed TV sets in sunparlors, dens, etc.

A handful had switched locations, principally in the hope of better reception.

Very few homes (1.5%) have inside antennas in this market which is at the fringe of the metropolitan TV service area.

Three families have two sets.

Four brands account for three-fourths of the increasingly popular 12-inch model. The rank order for this size is not the same as for all sets, nor are all of the four leaders represented.

The 42-44% financing is only slightly lower than reported financing of major electrical appliances.

TEST PATTERNS

New 'Interpretation' For TV Protested

OPPOSITION to FCC's interpretation of the television "test pattern rule" [BROADCASTING, June 27] was mounting steadily among telecasters last week, with signs pointing to a formal plea for a new and clearer rule to replace the "interpretation."

Under FCC's construction, its rule (3.661-b) against separate operation of a TV station's aural transmitter means that video test patterns may be accompanied only by a single or variable tone signal, not by duplicated AM or FM programs. The rule, said the Commission, was "intended to insure that television channels shall be used only for simultaneous visual and aural television programming and for incidental experimental or test purposes, and not for separate broadcasts."

Television Broadcasters Assn. asked the Commission for a 10-day delay in application of its interpretation and for conferences in which industry and FCC would jointly search for a mutually satisfactory substitute. NAB claimed "poor programming or greatly increased cost of operation" would result from the interpretation, and asked for a 30-day delay to permit a survey of NAB TV member stations to appraise the full impact.

Whether FCC grants its request for conferences or not, TBA takes the position that the subject should be dealt with by formal rule and is planning to petition for one. If conferences are held and agreement is reached, the petition would ask that the interpretation agreed upon be formally enacted. If the request for conferences is denied, TBA plans to formulate its own views into a rule and ask for their adoption, as it did successfully with respect to minimum operating schedules for television stations.

Both TBA and NAB cited problems which they felt would arise under application of the Commission's view. For example, NAB pointed out in a letter by Executive Vice President A. D. Willard Jr. that some stations show an explanatory title on the television screen, accompanied by music, whenever a regular telecast is halted by unforeseen conditions. Further, he said, "the late news with which many television stations close their broadcast day will be difficult to present without the added cost of holding personnel throughout the night."

FM Assn. meanwhile hailed FCC's decision as "the culmination of protests by aural broadcasters and the FMA launched more than a year ago." Use of AM or FM duplication on television audio accompanying test patterns or unrelated still pictures, FMA contends, is "one-legged television" which violates the public interest.

ZURICH DELEGATES

Headed by McIntyre

THREE-MAN delegation is to represent the United States at the hastily summoned meeting of the television standards committee of International Radio Consultative Committee (CCIR). The meeting was to open today (July 4) at Zurich, Switzerland [BROADCASTING, June 27].

Chairman of the delegation is W. H. J. McIntyre, telecommunications attache of the U. S. Embassy in London. Other members are A. Prose Walker, FCC Engineering Dept., now in Paris, and Donald G. Fink, chairman of the Joint Technical Advisory Committee sponsored by Radio Mfrs. Assn. and Institute of Radio Engineers. Mr. Fink will represent RMA.

TV Hooper

(Continued from page 48)

closes with a series of charts showing TV set ownership and use, month by month.

In a vigorous defense of the coincidental telephone method of surveying TV as well as radio program audiences, Mr. Hooper declared that telephone homes, which amount to "a lunking 55% or more, even in New York, break down into socio-economic groups amazingly close to a breakdown of the entire population. One cannot conduct personal interviews or set up diaries against a group of social and economic controls and end up with a distribution of the sample significantly closer to the cross-section stratification than is the listed telephone sample today. Through it we are put in communication with from 55% to 95% of the whole populace where a 1% personal interview or diary sample would be optimum."

Reporting that he has engaged the Market Research Corp. of America to make a thorough study of this whole matter, Mr. Hooper closed this part of his talk with a potshot at his critics. "You will fail to observe any of the abnormalities in the resultant measurements which one group of well-motivated but misguided individuals have led you to expect in the Network TV-Hooperatings report," he declared.

Comparing the Network and New York Teleratings, Mr. Hooper noted that there are 12 cases among the top 20 "where the New York Teleratings are from 5 to 20 points lower than the Network Estimated Teleratings." He warned his advertiser-agency audience not to jump to conclusions "that this is inflation in the measurement. . . . It is probably just old-fashioned lack of competition—which will change, along with those exceptionally high network TV ratings, when more stations with more programs come on the air in more TV cities."

Mr. Hooper said that the TV program rating reports will be available to advertising agencies subscribing to the radio program Hooperatings at $300 a month for one program, with $200 a month for each additional program. If the agency subscribes to the City Hooperatings it can get the City TV reports on the same schedule of charges as for the TV program rating reports. If the agency subscribes to both program and city TV reports, its advertiser clients can get them both for $100 a month, he said, adding that each client subscription will reduce the agency's bill by $100.

The full May TV report is being distributed free to Hooper radio report subscribers, Mr. Hooper stated, with the monthly TV reports to be sold beginning with the June issue. There are already 17 charter subscribers signed up, he said, including: BBDO, Campbell-Ewald Co., Chrysler Corp., Electric Auto-Lite Co., William Esty Co., Firestone Tire & Rubber Co., Foote, Cone & Belding, General Mills, Geyer, Newell & Ganger, Household Finance Corp., S. C. Johnson & Son, Kudner Agency, Lever Bros. Co., P. Lorillard Co., Marschalk & Pratt, Sullivan, Stauffer, Colwell & Bayles, Transamerican Broadcasting & Television Corp.

TV RELAYS

Permanent Status Proposed

PROPOSED rules to move television relays and pickups from experimental to permanent status were reported by FCC last week. No change in the final allocation of frequencies to the service made in February 1948 is involved. Comments are invited to Aug. 1.

TV auxiliaries are defined in the new rules as television pickup, television STL (studio-transmitter link) and television inter-city relay. FCC also would alter license expiration dates to April 1 to conform with the TV station employing the auxiliary facilities. The inter-city relays were defined as usable only on interim basis until adequate common carrier facilities are available.

The three groups of frequencies, the 2,000 mc, 7,000 mc and 13,000 mc bands, were declared allocated primarily for visual pickup and STL use with inter-city relay use secondary. The frequencies are assigned in groups for pickup, STL, inter-city relay and common carrier use. One group is pooled. Sound frequency assignment was designated in the 900 mc area. TV stations also may use certain other frequencies assigned to broadcast auxiliary use. No provision was included for auxiliary service for the contemplated UHF allocation.

Bowl Availabilities

HOLLYWOOD (Calif.) Bowl Assn., with no price announced, is offering five bowl summer programs to Los Angeles stations for telecasting on sustaining or sponsored basis.

At Deadline...

FCC ASKS DATA TO AID THEATRE TV POLICY

SHOWDOWN on future of theatre TV foreseen Friday as FCC asked movie interests for extensive data by Sept. 2 on frequency needs and plans. On basis of this data FCC hopes to be able to decide whether theatre TV should have regular status and frequency assignments or, as FCC has felt heretofore, should depend for most part on common carrier services.

Call went to Paramount Television Productions and 20th Century-Fox Film Corp., only licensees of experimental theatre TV stations, and Society of Motion Picture Engineers. FCC said comments should include views on:

Minimum frequency requirements for nationwide, competitive theatre TV service; what specific frequency bands you would propose to be allocated [and] reasons therefor; exact functions which would be performed in each such frequency ban; whether and to what extent such functions could be performed, in whole or in part, by use of coaxial cable, wire or other means of transmission not using radio frequencies; whether and to what extent existing common carriers have or propose to have facilities available capable of performing such functions, in whole or in part by radio relay, coaxial cable or wire; plans or proposals looking toward establishment of a theatre television service.

Paramount and 20th Century-Fox granted extension of STAs for New York experimental TV relay stations (unused assignments deleted). FCC made clear they would have to justify extensions beyond Oct. 3.

Both companies were reminded that whole subject of motion picture producers' radio qualifications is under study as a result of Supreme Court anti-trust decision.

Frequencies allocated for experimental theatre relays are in 16,000-18,000 and 26,000-30,000 mc regions. Common carriers have 3700-4200, 5925-6425, and 10,700-11,700 mc bands.

WOW DENIED PROTECTION

WOW OMAHA has not shown any greater interest in area lost under mutual interference with KCSJ Pueblo, Col., FCC held Friday in memorandum opinion and order denying WOW petition that it receive protection from KCSJ. FCC found WOW failed to protect rights during hearing on KCSJ application. WOW, assigned 5 kw fulltime on 590 kc, had asked Commission to issue order for KCSJ to show cause why it should not use its night direction array during day to protect WOW [BROADCASTING, May 30]. KCSJ assigned 1 kw on 590 kc.

TWO TV APPLICATIONS

NEW TV applications filed with FCC Friday by WHBY Inc. for Channel 4 (66-72) at Green Bay, Wis., and Mary Pickford Rogers, former screen star, for Channel 5 (76-82 mc) at Asheville, N. C. WHBY Inc., licensee of WTAQ Green Bay and WHBY Appleton, estimated construction cost at $151,206 and first year's operating expense at $48,000. Spokesmen for Mrs. Rogers said cost of proposed Asheville station would approximate those of TV stations she seeks at Winston-Salem and Durham, N. C., around $208,000 [BROADCASTING, May 2].

WLAV-TV ASKS RELAYS

WLAV-TV Grand Rapids, Mich., Friday asked FCC for experimental TV inter-city relays at Cedar Bluff and Stevensville, Mich., to relay programs from Chicago.

INCREASE IN DIRECTORATE OF PETRY FIRM UPHELD

APPELLATE DIVISION of N. Y Supreme Court by 3-2 vote upheld right of Edward Petry, president and 51% owner of Edward Petry & Co., to increase number of company's directors.

Decision reversed Supreme Court referee's ruling that Henry I. Christal, secretary and treasurer and 44% owner, could halt such move under alleged oral agreement that he and Mr. Petry should have equal control.

Mr. Christal, who joined Mr. Petry in 1933 as "co-adventurer" in station representative firm founded by Mr. Petry in 1932, claimed it was agreed at outset that they were to have equal control, despite Mr. Petry's ownership of 51%. He claimed, majority decision continued, that this agreement was reflected in inclusion of four-directors provision in certificate of incorporation and in by-laws, with additional by-laws provision that amendment be made by vote of 75% of stockholders.

Majority thought it "incomprehensible that such an arrangement [for four-man board and equal control] would not have been properly recorded" if it existed. Weighing Mr. Christal's testimony against that of Mr. Petry and Edward E. Voynow, 5% owner, majority found that "the evidence for the alleged agreement . . . is wholly inconsistent with the documentary evidence . . . and has not been established." Further, court held, statutory right of majority of stockholders to amend certificate of incorporation cannot be legally restricted by by-laws provision.

Reviewing case between Messrs. Petry and Christal, majority said:

The business of the corporation had been highly successful and apparently over the years no question ever came up as to who was in control. However, difficulties have recently arisen between Petry and plaintiff with respect to policies of management.

Petry thereupon undertook to exercise his rights as the owner of a majority of the voting stock of the corporation to increase the number of the directors from four to five so as to terminate the situation by which Christal, a minority stockholder, could exercise equal control with him.

To accomplish this purpose Petry called a special meeting of the stockholders. Plaintiff then brought this action for an injunction to restrain Petry from amending the certificate of incorporation by increasing the number of directors and for a reformation thereof by having it contain a clause to the effect that the number of directors might be increased only by a 75% vote of the outstanding stockholders.

After a trial, a referee designated by the parties to hear and determine the issues granted substantially all relief sought by plaintiff.

While majority reversed referee's decision, two justices voted to affirm it, quoting his statement that "although oral, the agreement not to increase the number of directors was made, before incorporation, between Christal and Petry who were then the sole owners of the business and stood in a fiduciary relationship to each other as partners or joint venturers."

* * *

It was reported, following opinion, that Mr. Christal intends to seek U. S. Supreme Court review. At meeting of 15 of Petry Co. stations in Chicago June 22, attended by three Petry Co. principals, it was understood that 30 days after New York court opinion organization plan would be presented to meeting of all stations represented.

BURBACH SAILS FOR EUROPE

GEORGE M. BURBACH, general manager of KSD, AM, FM, TV St. Louis, and Mrs. Burbach sail July 6 on the *Queen Mary* for Europe. They will return to St. Louis on Aug. 22.

FIRST TV TEST PATTERN STARTS IN CAROLINAS

WBTV Charlotte, N. C., video outlet of WBT, started test pattern at noon July 1, first in Carolinas. Time, weather and news carried by multiscope as well as musical background.

Starting July 15 WBTV will carry kinescope programs of all four television networks and carry test pattern and multiscope from noon until start of first evening program. Station is owned by Jefferson Standard Broadcasting Co. Charles Crutchfield is vice president and general manager of WBT operations.

'INFO PLEASE' SETTLEMENT

DAN GOLENPAUL, producer of *Information Please*, and Frank White, MBS president, have settled litigation. Suit had been instituted by Ann and Dan Golenpaul against MBS only because they felt that serious injury had been done to their program, *Information Please*.

SILLERMAN JOINS ZIV

MICHAEL SILLERMAN, former Keystone Broadcasting Co. president, named special sales representative of Frederic W. Ziv Co., New York and Cincinnati package producers. His headquarters will be in New York.

CANFIELD TO NBC-TV

CURTIS CANFIELD, dramatics professor at Amherst College, and drama authority, joining NBC-TV as summer producer. Mr. Canfield produced and directed Amherst Masquers "Julius Caesar" on NBC-TV last April, has acted as network special consultant for almost year.

$100,000 FOR AFRA FUND

ALMOST $100,000 contributed to American Federation of Radio Artists welfare fund by Sealtest *Variety Theatre* after 44 weeks on NBC. Stars on show which leaves air July 7, have appeared for far less than regular guest appearance salaries in order that $2,250 could be paid weekly to AFRA to set up fund. Sealtest agency is N. W. Ayer & Son, New York.

TUBE SALES DECLINE

SALES of radio receiving tubes in May by members of Radio Mfrs. Assn. totaled 13,488,121 units compared to 13,593,164 in April. Five-month total was 67,739,320 tubes compared to 84,891,691 same period last year. May's output consisted of 9,284,109 tubes for new sets, 3,465,017 replacement, 698,510 export and 40,575 for government agencies.

WSAR JOINS ABC NETWORK

WSAR Fall River, Mass., 5 kw, affiliates with ABC replacing 250 w WNBH New Bedford. WNBH joins MBS-Yankee Network. WSAR was formerly MBS-Yankee affiliate.

Closed Circuit

(Continued from page 4)

Meets the Critic on Sunday, 8:30-9 p.m., on NBC-TV.

NAB expected to undertake extensive study of TV's effect on eyes in cooperation with leading opthalmological institute. Preliminary results do not support claims that TV impairs sight.

EMERSON RADIO through Foote, Cone & Belding, New York, looking for video show. Available budget about $4,000 weekly. Formerly sponsored CBS *Toast of the Town*.

XUM

KMBC KFRM

HEART BEATS

Special Trade Paper Edition

from the Heart of America

Kansas City, Early Summer, 1949

KFRM Again First In 1949 Survey

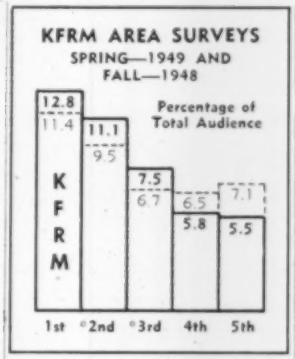
KMBC AGAIN FIRST CHOICE OF KANSAS CITY LISTENERS

Proof that KMBC continues to be the most listened-to station in Greater Kansas City is contained in the latest Kansas City survey released by Conlan & Associates.

This general coincidental telephone survey was conducted in March to April, 1949, under the joint sponsorship of KC radio stations including KMBC. Over 70,000 basic calls were made during the one week survey period between the hours of 7:00 a.m. and 11:00 p.m.

Although KMBC rated first mornings, afternoons and evenings, most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34%. KMBC led its competition in this survey by an even greater margin than in a similar survey in November, 1948.

This new survey and other surveys giving detailed information on listening habits throughout the Kansas City Trade Area — western Missouri, all of Kansas, and portions of adjacent states — are available to advertisers and agencies for their examination and study. Simply call any KMBC or KFRM man, or any Free & Peters "Colonel".

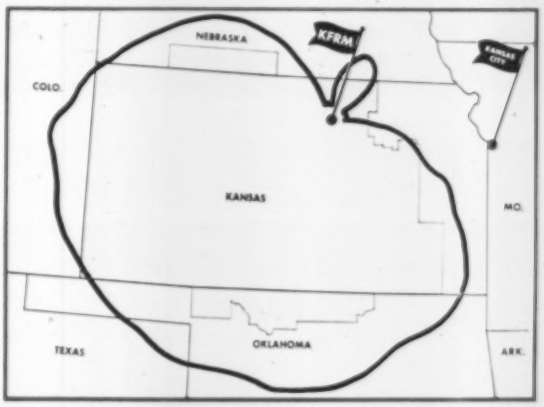


LEGEND:

The larger figures and solid lines indicate the March, 1949 Survey, and the small figures and dotted lines denote the Fall, 1948 standing. The asterisks denote Wichita stations. 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties were included in the March, 1949 Survey. 73 Kansas, 5 Oklahoma, and 4 Nebraska counties were included in the Fall, 1948 Survey.

A total of 62,368 basic calls were made and 14,423 listening homes surveyed in this new study.

The Kansas, Oklahoma and Nebraska counties are dramatically pictured on the map below. All counties are within KFRM's 0.5 mv/m contour.



Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and northeastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,038,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods —first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!